

# PRINTERS'

# INK.

A JOURNAL FOR ADVERTISERS

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIII. NEW YORK, DECEMBER 26,



## GOING SHOPPING



Every Department Store in Philadelphia daily advertises in

## The Record

The modern Department Store is the embodiment of what is most progressive and up-to-date in business methods, and the fact that **THE RECORD** is the only paper which is used by each and every one of these establishments to carry their announcements is proof positive of its excellency.

Among women **THE RECORD** is the favorite, and our Woman's Page is a leading feature every day in the year.

*Average for the first eleven months of 1900 :*

**191,704, Daily.**

RATE, 25c. PER LINE.

**154,365 Sunday.**

RATE, 20c. PER LINE.

*"The Record" always does things in fine style, which accounts for its prosperity and which also accounts for the numerous friends it has.*

*"WILLIAM C. FREEMAN, Advertising Manager, 'The New York Journal.'"*

# 135,000

PEOPLE USE THE  
BROOKLYN "L" CARS DAILY.

**T**HIS means that in one working day you can make a direct appeal to 135,000 minds, most of whom are alert and looking for just what you have to sell. One of those 16 x 24 inch cards will enable you to tell your story concisely, pointedly, plainly. We will cheerfully answer questions either personally or by mail.

**GEO. KISSAM & CO.,**

253 Broadway,

New York.

15 BRANCH OFFICES.

Written by Thos. Johnson, Lexington, Ky.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIV.

NEW YORK, DECEMBER 26, 1900.

No. 13.

## AN ADVERTISING COUNSEL.

On his recent visit to this country, Mr. James Gordon Bennett, proprietor of the New York *Herald*, created the new office of advertising counsel for his publication, putting Mr. Manly M. Gillam therein. Mr. Gillam receives an ample salary, yet fully retains his independence, being master of his own time as completely as if he were the legal counsel for the paper instead of having a connection with its business department.

A representative of PRINTERS' INK called on Mr. Gillam at his office in Temple Court, and asked him about this new association.

"This is an entirely unique position and marks a departure of more than ordinary significance," said Mr. Gillam. "Men learned in the law are retained as counsel by business men and corporations almost as universally as property is insured against fire. No one questions the wisdom of either course. Business thrift and economy dictate both of them.

"Why not an advertising counsel? Any one familiar with the advertising history of the past few years knows that a little level-headed advice might have saved thousands if not hundreds of thousands of dollars for each of half a hundred advertisers. Money is as surely burned by unwise advertising as by a fire. The loss is really greater than if the same value were swept away by the flames. It would be greater even if the advertiser were insured—he loses opportunity and prestige in this instance as well as his cash.

"I look to see the day when the advertisers who expend great sums will call in counsel whenever important campaigns are being planned as well as during their progress. It would be no reflection on the regular advertising man if this were done. Any man

who builds up an advertising scheme and puts it in operation becomes committed to its features and more or less blind to its weakness, if it has any. Let a broad-minded, experienced, honest and conservative outsider consider the proposition and he will be almost sure to suggest changes or modifications that will be improvements—and money savers."

When asked if advertisers regarded the matter in the same light, Mr. Gillam said:

"Oh, yes some of them. I held such a position with the Pope Manufacturing Company for two years before the formation of the Bicycle Trust. My proposition to Col. Pope was that I would visit Hartford one day each week for three months in an advisory capacity, without pay. If at the end of that time he did not say my services had been worth more than my charges for a year we would call it off. After our first business conference he said to me: 'Mr. Gillam, you have saved more for us already than we would pay you in five years.'

"I have just been doing similar advisory work for Prof. Munyon, whose great business has lately become such a feature of upper Broadway.

"So of Wanamaker & Brown, of the famous Oak Hall in Philadelphia, the pioneer clothing house in America on broad modern lines. So of half a dozen more I might name.

"In none of these cases was the work of the regular advertising man interfered with. He was helped, inspired, made more enthusiastic if possible. In no instance has the advertising man shown jealousy of me. He has no call to be jealous. I have not wanted his job. I have always tried to make him better, stronger, more effective in his place.

"But Mr. Bennett's proposition

is different from any of these. It is his determination not only to maintain the *Herald* in its present proud and pre-eminent position as a newspaper but to make it even more markedly than ever the greatest advertising medium in the world. To that end he wishes to have questions of advertising policy and procedure considered more than ever from the standpoint of the space-buyer as well as from that of the space-seller. Mr. Bennett understands as clearly as any man with whom I ever talked that advertising which, broadly considered, is not valuable to the advertiser is not really valuable to the medium that prints it. He fully comprehends the great principle of mutuality in these matters and that business got through the encouragement of misdirected zeal, or by taking advantage of ignorance on the advertiser's part, is not that on which a solid and lasting newspaper success is to be built.

"Mr. Bennett seems to feel that the training gained by fifteen years of newspaper editing and publishing, joined with the knowledge and experience that came from as many more years of space-buying for more than \$5,000,000 of advertising of my own production equips me to be of service to the *Herald*."

"Matters of more or less moment are continually arising which need careful attention. Mr. Howland's position as general manager gives him but little time to devote to any but the most important issues. It was by his advice that Mr. Bennett asked me to take this place."

#### FLAT RATE ADVANTAGES.

1.—You pay for what you get, and you get what you pay for.

2.—You can advertise "little" or you can advertise "big," just as it suits you and you get your money's worth every time.

3.—You can change your ad as often as you like, without additional cost.

4.—You can make special announcements, using a half-page if you choose, without its costing you an impossible price.

5.—You can be as erratic in your advertising as you choose—advertise largely one month, and not at all the next; and you pay at the same rate as though you advertised regularly.

6.—You are on an equality with all other advertisers. You pay no more, you pay no less. Everybody treated alike.—*Waxahatchie (Tex.) Enterprise*.

#### THE FACE ADVERTISER.

The *Kansas Knocker* is a quarterly issued at 503 Jackson street, Topeka, Kan., making a specialty of "knocking" against everything and everybody. In its latest issue it says:

I knock on the creature who uses his likeness to advertise his wares. While formerly he was rare, he now is numerous. He breeds with the fecundity peculiar to all the lower orders of animals. Imitation is easy, and for this reason the custom grows. At one time confined to quack doctors, who are hurtured on notoriety and prospered by publicity, it has spread among all classes of tradesmen. I knock on the whole blooming tribe, from the cheap shoe-man to the gum-seller, from furniture dealer to jeweler. Where formerly their faces affronted the eye only from the newspapers, they now desecrate the pages of magazines, and from signboards mar the landscape and insult all nature. For the most part, the faces are in themselves breaches of the peace, and their appearance in actual life would be deemed sufficient provocation to slap them. Inane and vacuous, smug and egotistical, they furnish incontestible proof of the fathomless asininity of their owners. This morbid desire for publicity is simply a disease, and, like others, has various degrees of malignancy. In the primary stage it might possibly be cured by the vigorous application of a club, made of a certain aqueous timber and of huge dimensions. However, when it runs into the tertiary stage and reaches the point where a man exploits a whole procession of his face, hope of cure disappears and death alone can give relief to an afflicted public.

No business can live which has not for its foundation-stones integrity and reliability. Deception, like quack doctors, may apparently succeed, but commerce's unalterable laws, like a business post-mortem, will soon disclose the cancerous growth of fraud and quickly destroy the guilty.—*Martin J. Myers*.



THIS ADVERTISEMENT CAUSES A GREAT DEAL OF ATTENTION IN THE SHOPPING DISTRICT. THE HANGERS ALL CONTAIN THE SAME WORDING. THE CAB CONTAINS NO OCCUPANT SAVE THE DRIVER.

928,250

COPIES OF

The Ladies'  
Home Journal

for December were issued and sold.  
The advertising rate is six dollars a  
line, and **no combination of other  
mediums will reach these 928,250  
women.**

THE CURTIS PUBLISHING CO.,  
PHILADELPHIA, PA.

## THE SPECIAL AGENT.

In the December issue of *Fame* (N. Y.) Mr. Artemas Ward makes a special study of the special agent. He tells how he has known them for fifteen years and watched their failures and successes. He then proceeds in the catechetical style, here slightly abridged:

What Is the Special Agent's Duty to Himself?—First, to be honest. Next, to be affable, which is especially necessary. Lastly, to insist clearly, though not capriciously, that the home office shall make no terms to any one that would not be made through him.

What Are the Duties Toward His Publication?—Industry, system, accurate lists of possible advertisers, regular calls on them; observance of all engagements, without lame excuses; a studious knowledge of the publication which he undertakes to represent.

What Are the Relations to the Advertiser?—They are those of a fair dealing friend. One who values his customer too much to deceive him; who understands his customer too well to try to lead him out of his path; who endeavors to study the advantages which that customer can acquire in his particular line; and who never attempts to force friendship to cross the line of profit.

How Should the Paper Treat the Special Agent?—With absolute confidence—or else discharge him. Consider him as part of the paper and give him all the backing and dignity of its foreign ambassador, or part company.

How Should the Advertiser Treat the Special Agent?—As a friend—one who saves him time and trouble and brings to the door of the office things that might be sought with pain elsewhere. The advertiser should be as truthful to the special agent as he in turn expects him to be. No evasions, no "exhausted appropriations" to be opened to the next comer—no bluff denials—just fair business reasons, and these honestly upheld. The courtesy of a "come again" is a curse to the honest worker unless it is sincere.

He then proceeds to typify them:

Here is one who chatters like a magpie, but whose namesake could acquire twice as much advertising with half as much talk. Yet this is a good fellow, full of confidence; a man who hangs up his coat when he calls on you, and seems determined to stay all day. His good nature is irresistible, but he was not built for great things in the special agency line.

And now enters one rather sad in his approach; mild and quiet, convincing rather through his honesty and patience than through any other virtues. When representing known quantities and established papers his manner assures success, but he has not the enthusiasm which would make a new proposition successful.

And here is one, lacking health, but possessing mental health, Phoenix-like rising from the flames of disaster or

wasting disease; ready at all times to close a contract; mentally energetic—first, last and all the time.

How shall we describe the man who calculates to such a nicety that he wastes nothing—even in friendship; who lacks diplomacy, but makes it up in arithmetic; whose success, though moderate, is assured; who, by steady attention to all details of his business, progresses year by year in a way that is not only encouraging at present, but renders the future almost certain?

Another! Ah, Brother! Reckless, careless, good-natured, too full of health and life, you stand high in the ranks because of certain mailliness that runs through all your actions. May your shadow never grow less.

And you, my great-hearted friend, whose very enemies respect your better nature. What competition could down your personal influence? What are rates and position and commission beside such a personality as yours?

Here is my systematic friend; one who combines wide experience in the field with the most accurate detail in handling the business. How could he fail to succeed who for twenty years has followed one systematic course with great faithfulness?

Here we have a business man of no small abilities; one who represents not publications alone, but himself as well. Who knows the value of life and time and money too well to waste any of the three. One who has succeeded and must succeed while others stand and criticise and watch.

And here is one among the old ones in the line, representing an honorable publication honorably, known for square dealing and the absence of all nonsense. Who can doubt his serious experienced manner? Who could waste his time? Of course he does a good business for his papers.

## ILLUSTRATED ADVERTISEMENT.



INFORMATION WANTED OF DANIEL DENIS O'SHEA FROM TRALEE, IRELAND. WHEN LAST HEARD FROM WAS CHEMICALLY EMPLOYED IN THE PENNSYLVANIA MINES, U. S. A.

# IOWA'S GREAT WANT MEDIUM

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## THE DES MOINES Daily News

publishes an average of seven full columns of classified advertisements per day. This is a larger space, and comprises a larger number of legitimate paid classified advertisements than are published by any other paper in the United States in proportion to the population of the city of publication.

Saturday's **Daily News** averages twelve full columns of "wants"—by far exceeding any Sunday newspaper in Iowa.

The **Daily News** carries no free "wants."

The **Daily News** carries no "dead" advertisements.

The **Daily News** does not pad its columns with unordered advertisements clipped from other papers.

The **Daily News** sets its "want" advertisements in solid nonpareil type, not finding it necessary to use large type and leads in order to make a showing.

**GUARANTEED CIRCULATION** ***Over 29,250***

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**RATES** for classified advertisements, one cent a word each insertion; nothing less than 10 cents. Monthly rate for three or more lines, \$1 a line per month; nothing less than \$3 a month.

One of the most successful advertisers the past five years was asked to name the 50 best daily newspapers in the United States, to be used for the sale of an article retailing from 25c. to \$1.00. The following list was compiled after carefully considering cost, circulation and services:

Albany Times-Union.	Kansas City Star.
Atlanta Constitution.	Los Angeles Times.
Baltimore News.	Milwaukee Evening Wisconsin.
Boston Globe.	Minneapolis Journal.
Boston Herald.	Minneapolis Tribune.
Boston Transcript.	New Orleans Times-Democrat.
Boston Journal.	New York Journal.
Brooklyn Eagle.	New York Herald.
Buffalo News.	New York World.
Buffalo Times.	Newark News.
Cleveland Press.	Philadelphia Record.
Chicago News.	Philadelphia Bulletin.
Columbus, O., Citizen.	Pittsburg Dispatch.
Chicago Tribune.	Pittsburg Times.
Cincinnati Enquirer.	Portland Oregonian.
Cincinnati Post.	Rochester Democrat.
Dallas News.	St. Louis Republic.
Denver News.	St. Louis Chronicle.
Denver Republican.	San Francisco Bulletin.
Des Moines News.	San Francisco Examiner.
Detroit Journal.	St. Paul Dispatch.
Detroit News.	Seattle Intelligencer.
Grand Rapids Press.	Toledo Bee.
Indianapolis News.	Tacoma News.
Indianapolis Press.	Washington Times.



Advertising results bring the greatest amount  
of advertising ever printed in a newspaper.

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Three records have been broken within 12 months  
by the

# New York Journal

AND ADVERTISER.

W. R. HEARST.

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**CHRISTMAS EDITION, DEC. 10, 1899,**

**320 $\frac{1}{4}$  COLUMNS.**

This beat the best previous record of any newspaper  
by 12 $\frac{1}{2}$  columns.

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**EASTER EDITION, APRIL 8, 1900,**

**359 $\frac{3}{4}$  COLUMNS.**

This beat the *Journal's* Christmas edition by 39 $\frac{1}{2}$   
columns and the *Herald's* Easter edition by 34 columns.

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**CHRISTMAS EDITION, DEC. 9, 1900,**

**392 $\frac{1}{2}$  COLUMNS.**

This beat all previous records, not only the *Journal's*  
own records, but the records of all other newspapers in  
the United States. It beat the *Herald's* Christmas edi-  
tion (the next highest), December 16, 1900, by 117 $\frac{1}{2}$   
columns.

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Advertising always comes in greatest volume to  
the paper giving the most results, and in this the  
*New York Journal and Advertiser* beats them all.

**BUILDING AND LOAN.**

There are nearly six thousand building and loan associations in the United States. Nearly every town of any importance supports one or more of these home building organizations yet it is a business very sparingly represented in

and to encourage everybody to save money.

The average American married man generally experiences more or less hunger for a home of his own. There is naturally pride in ownership and a growing feeling that money paid out for rent is not a good investment. The building

**28  
Cents  
a  
Week**

If you are weary of rent paying let us give you our plan for buying a home on easy payments. You must own the lot or cash to buy it and furnish plans for building. We supply money for the erection of the house.

Instead of paying rent to a cold hearted landlord you pay us 28 cents a week on each \$100 borrowed, or as much more as you can afford until the house is yours.

This kind of a loan costs you less than an ordinary mortgage. By special act of the Legislature these mortgages are exempt from taxation. Let the secretary give you full details. Call or write.

**PEOPLE'S BUILDING  
& LOAN ASSOCIATION**

GEO. J. LITTLE, Sec.

116 So. Jefferson Ave.

## Works While You Sleep

Put your savings where they will work for you. Money placed with this association never ceases working for its owner. It works while you sleep. It earns interest. Some day you awaken to the fact that you have money enough to buy a lot. Then we are ready to loan you enough to build a house—just the kind of a house you want. Then instead of paying rent to a landlord you pay it to us for a few years and the home is yours—rent stops. Come and talk it over with the secretary.

## People's Building & Loan Association

GEO. J. LITTLE, Sec.

116 So. Jefferson Ave.

the advertising pages of the newspapers.

It seems that the plan of operation of a building and loan association might lend itself very readily to the best kind of advertising. The associations are organized for the masses. It is their aim to sell homes on easy payments to people who cannot afford to pay cash

and loan association offers the man of moderate means the opportunity to buy a home on weekly or monthly payments little if any larger than rent. The whole scheme is rich in advertising argument and it is high time the building and loan associations of the country awakened to the immense value the newspapers can be to

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them in carrying their story to the people and arousing greater interest in home building. The great real estate operators in the large cities have adopted the building and loan plan as a means of developing suburban property and

three times a week in the Saginaw *Evening News*," said Mr. Little, "and the advertising has been successful in the face of unfavorable real estate conditions. We try to make people sick of paying rent. All of our advertisements are

## Waiting

"Yes, we expect to have a home of our own some day, we are saving money for it now," so speaks the young salaried man.

His saving resembles the miller who tries to fill a grain bag with a hole in it. For every bushel of wheat that goes in the top a quart runs out the hole at the bottom.

Rent paying is a loss—a steady drain on savings—it is the hole in the purse through which a part of the savings leak away.

Stop up the leak then—come into this association and put that rent money where it belongs, into property of your own. You can own a home if you can pay rent for one.

Come and talk to the Secretary.

### **The People's Building & Loan Association.**

**GEORGE J. LITTLE, Sec.**

116 S. Jefferson Ave.

## *A Plain Proposition*

We take it for granted that you want a home of your own—you would scarcely be a natural person if you did not.

Now here is our proposition to you: Join this association and save enough money in it to purchase a lot. If you have this amount you are so much ahead. You supply the plans for building, we supply the cash. When the house is finished, move in and repay us our loan in monthly sums about like rent. In a few years you are out of debt and have a home of your own. It hasn't been any harder to get it than it would have been to pay rent—not a bit.

Come and talk to the secretary.

### **The People's Building & Loan Association.**

**Geo. J. Little, Sec.**

116 S. Jefferson Ave.

everybody knows how freely they use newspaper advertising.

These thoughts were incited by a recent conversation with Mr. Geo. J. Little, secretary of the Peoples' Building and Loan Association, of Saginaw, Mich., one of the few associations now doing good advertising in the newspapers. "We use a six-inch space

aimed at the rent payer. We show him that we can advance the sum necessary to build his home and so arrange the payments that he will find them no more difficult than rent. We confine ourselves to plainest arguments in our advertisements and avoid dry tables of figures. Our announcements are necessarily brief, but we try

in each one to drive some point home that will bring some weary rent payer into the office. We can generally finish the work the newspaper started when we get the subject here. An argument such as we can give on our plan is simply unanswerable." Further conversation with Mr. Little brought out the fact that circulars were used to some extent. It is his custom to inclose with each copy of the association's semi-annual statement a neatly printed circular setting forth the advantages offered borrowers. As these statements go to every depositing member the circulars reach good hands. The circulars Mr. Little showed me were in the form of folders, were illustrated and made up of matter of a similar character to that used in the newspaper advertisements.

#### WHAT IS MISSED.

The man who advertises only once in a while does not get the full value of his advertising. Neither he nor his business ever benefits from the cumulative value of publicity. His each announcement may bear some fruit in proportion to its individual value, but one absorbs nothing of the good wrought by the other. His firm name is not kept constantly before the people. It is not unremittently impressed upon consumers. Hence he is in a measure a new advertiser every time he advertises.

—Dry Goods Economist.

#### TO ADVERTISE CHICAGO.

Chicago is to be advertised in Europe. Advertisements are to appear in all the leading newspapers stating that the Chicago real estate board is ready to furnish full information concerning manufacturing sites available in the vicinity of the city. Inquiries resulting from these advertisements are to be sent by copy to each member of the board, so correspondence can proceed directly between realty holders and intending purchasers. The plan is the suggestion of Nelson Thomasson, who called attention to a report that Seybold & Dickstol, English manufacturers of crucible iron, were looking for a site for a \$3,000,000 plant in some part of the United States where coal and ore could be obtained cheap.—Chicago (Ill.) Journal.

#### THE WAY TO LOOK AT IT.

Don't make the mistake of weighing advertising by what it costs. It is impossible to pay too much for advertising—if it pays. Nothing is cheaper than costly advertising that brings big, profitable returns. Nothing is more expensive than "cheap" advertising that brings no results. If a newspaper charges you 50 cents a line, and every line brings you a dollar profit, you have got a regular Klondike. If a newspaper charges you 50 cents a square foot and you never heard from it, you are pouring money into a rat hole. Advertising is merchandise. Buy the kind you can make a profit on, no matter what it costs. Have nothing to do with the unprofitable kind, no matter how low the price is.—New England Grocer.

#### OR HIS AESOPHAGUS.

The man who prepares your ads ought to be a man who thinks with his head—not his lungs.—Bates.

FOR CHINA LEATHER WOOD RUBBER GLASS ETC.,

STRATE-NA  
THE ONLY  
GOOD ALL-ROUND CEMENT

VAN STANS STRATENA CO. (LIMITED)  
810 312 N. 26th St. Phila. Pa.

THE DRUGGISTS CHOICE.  
THE PEOPLE'S FAVORITE.  
THE MANUFACTURERS STAND-BY.

A STRIKING DESIGN, HERE GREATLY REDUCED. CLIPPED FROM THE "NATIONAL DRUGGIST," ST. LOUIS.

## BAD ADVERTISING.

By William Woodhouse, Jr.

Wasn't it some wise man who said he could learn something from even the biggest fool? From the wiser folk he said he could learn wisdom. From the fool he could learn not to be like him.

I am reminded of this by observing two specimens of bad advertising which have lately been printed in the newspapers which come to my desk.

A certain dry goods house advertised silk undershirts, and the genius who presided over the advertising department wrote that they were "as pretty a lot as any old bald-headed man could wish to look at."

Take any inference from that ad which you have a mind to, but you can't get away from the feeling that at least it was a sample of bad taste which prompted the wording of the ad, and another sample of bad taste, and bad judgment, which allowed the printing of it. It created quite a little talk in the town. It was undoubtedly an "attractive" ad, but it was obnoxiously attractive. It certainly didn't sell goods, or tend toward that desideratum. It could not fail to wound the better feelings of the ladies who read the announcement. If it didn't hurt the house, it did less than the house deserved.

That was bad enough, in all conscience, but what is to be said of the one here produced? It appeared in the same paper, and was printed as a reading notice. Here

it is with the name of the firm omitted:

When the Creator made seasons he provided for the chilly days between them, so he told his head angel to get up a grate coal. As we are quite thick with those people, we got a tip, so we offer cannel coal for open grates. Some people prefer hickory, or oak wood, prepared for the purpose.

This is bad taste of the most flagrant sort. It's bad enough to offend the moral sensibilities of women, but it's many times worse to trifle with religious matters. It's worse still to descend to positive sacrilege.

It was another ad that attracted attention, but every one I heard speak of it, and I've heard many, has been very severe with the writer of the effusion.

It's a case of the too-smart writer who has poor judgment; who wishes, not to show the goodness of his products, but to show how terribly smart he is himself. In this case he failed to earn anything but the most pronounced criticism, and it can't help hurting the firm's trade.

## THE BUNDLE OF STICKS.

The sole object in advertising is to get paying returns. The only way to do this is to adopt the best known means, of which there are three principal classes: Magazine and newspaper advertising, circular advertising, and traveling representatives. Some advertisers adopt the first of the above classes, some adopt the second, while others depend on the third; but we think most will agree with us that no one of these classes will produce the results that can be obtained from a combination of them; "in union there is strength." Like the old example of a bundle of sticks: One stick—so easy to break; many sticks together—can't be broken. One reinforces the other, and the result is—well, results.—*The Medical World.*

At this Office,  
**10 Spruce St.,**  
New York,

**THE GEO. P. ROWELL**  
**ADVERTISING AGENCY**

Keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to : : : :

**Receive and Forward Advertisements**

at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

## EXPOSITIONS TO DATE.

The initial exposition was opened in London in the year 1851. It was built entirely of glass and was named the Crystal Palace. It covered an area of 87,489 square yards and a floor space of 113,622 square yards. The number of exhibitors was 17,000, and the visitors made an army of 6,039,195. The cost of the enterprise was £240,000 and the receipts were £506,243. In the year 1855 Paris was the scene of exhibition number two. The buildings covered 200,031 square yards. The exhibitors numbered 24,000 and the visitors 5,100,000. The cost was \$2,300,000, but the receipts amounted to only \$640,000. The state assumed the debt. The next exhibition was held in London. It was visited by 6,211,103 people. This exposition, like that of Paris, was a financial failure. In 1867 Paris followed London with a second exhibition. There were 52,200 exhibitors, and the expenditures amounted to \$5,000,000. It was a financial success, the surplus being about \$1,000,000. This was followed by a universal exhibition at Vienna in 1873. The expenditures amounted to \$9,000,000, and the receipts were but \$2,228,000. The deficit was made up by the Austrian government. In 1876 the Centennial Exhibition was opened in Philadelphia. It extended over 1,375,423 square yards, and the cost was estimated at \$8,000,000. There was 27,000 exhibits and 9,910,960 visitors. In 1873 another universal exhibition was held in Paris. There

were 52,865 exhibitors and 16,000,000 visitors. Financial returns were less than one-half of the \$11,000,000 outlay. Between 1870 and 1888 world's fairs were held at Sydney and Melbourne, Australia; Brussels, Belgium, and Barcelona, Spain. In 1889 the great Universal Exposition was opened in Paris. The cost was about 8,000,000 and the receipts made a total of \$10,000,000. The World's Fair at Chicago, in 1893, was the next in order. It was the most magnificent of all, and it remains to be seen whether the Paris exposition will rival its Chicago predecessor.—*Age of Steel.*

## THE LEADER.

The leading journal in any department is not compelled to be self-seeking or noisily self-assertive. Its position is recognized, its influence tacitly admitted. The leading manufacturers and merchants look to it for the news that pertains to their interests, employ its facilities for spreading a knowledge of their productions, and would as soon think of taking down their signs as to allow a single issue to appear without their announcements. Those who do not pursue this policy never attain a permanent place in the front rank.

One tremendous roar of a Krupp gun is heard farther than a thousand pops from a toy pistol.—*Furniture World.*

## WHEN SUCCESS IS FAST.

When advertising succeeds right from the start the secret is usually novelty. Figure out the problem of any such immediate success and you will find something new—a new article, a new scale of prices, a new mode of selling, a new style or scheme of advertising, something or other that sets people thinking because they haven't seen it before. The innovation is usually the article itself, for it is difficult to get the sluggish masses to show much interest on short notice in something they have known for years. Then it is pegging away which tells.—*Geo. Batten's Wedge.*

THE INDIANAPOLIS PRESS is at all times absolutely and fearlessly independent and is metropolitan in every respect. It has the best market page, best sporting page and has more correspondents than any other paper in Indiana.—*Greenburg (Ind.) Press.*

PERRY LUKENS, JR., Eastern Representative, Tribune Bldg., N. Y.

SHORT-SIGHTED PUBLISHERS.

NEW YORK, Dec. 17, 1900.

Editor of PRINTERS' INK:

I have noticed a strong tendency on the part of many publishers and other persons strongly interested in publications to decry any other form of advertising than that which is ordinarily known as "printers' ink." This opposition even has gone to the length, I am told, of making attempts to procure legislation designed to curtail the advertising privileges on the elevated and surface railways, as well as to prevent outdoor display advertising on rocks, mountains, billboards and so forth. The publications referred to hint more or less openly of the enormity of defacing beautiful scenery, of the ridiculousness of fence signs and of the duty of railway companies to protect their patrons from having advertising signs thrust upon them whenever they desire to travel. They seem to think that any other form of advertising than that which brings shekels to their coffers is outside the pale of good sense and sound business ethics.

This selfish way of looking at the matter is all wrong, not merely because it is selfish, but because of its shortsightedness. The truth is that every medium that makes for publicity in an orderly and decorous way is good advertising; and if the cost is not too great, is profitable advertising. And many ads that don't appear to us to be orderly and decorous turn out to be good.

The trouble with the shortsighted printers' ink man is that he is so very shortsighted. He can't see, for example, that if a man begins his advertising in a small way (which is usually the best way to begin it), and if he does it cleverly, whether by outdoor display, or by car signs, or by printers' ink, he is likely to grow to be a bigger and still bigger advertiser and to get into all sorts of mediums. What will be the ultimate destination of the great bulk of this man's advertising appropriation? I believe firm! that in most cases it will go to the great daily papers, and a few monthly and weekly publications that have proved themselves particularly valuable as advertising mediums. It is even an open question to my mind if very many of the magazines and weeklies can ultimately "win out" as advertising mediums against the great Sunday newspapers (themselves really magazines), that usually sell advertising space per line per thousand readers at a much less rate than other publications. The tendency among experienced advertisers at the present time is so strongly towards the metropolitan newspapers and other great publications as their ultimate destination that it seems to me to be very shortsighted for any publisher to place obstacles in the way of having as many "feeders" as possible for publications.

After all there are no real competitors of printers' ink. I am told that all the street car advertising done in this country does not exceed in money value the gross income of any one of New York's leading three daily newspapers. Lump together all the other forms of advertising against which certain publishers are fond of protesting, and they probably won't come to as much more money.

Where publishers lose one dollar through the competition of what some people term "irregular" advertising, they probably in the end gain many times as much through securing another "feeder" for printers' ink publicity.

A. B. C.

"AN ADVERTISED ARTICLE."

FAYETTEVILLE, Tenn., Dec. 10, 1900.

Editor of PRINTERS' INK:

Permit me to submit "Exploit" as a very suggestive word to designate "an advertised article." An "exploit" is an "achievement." This meaning of the word is familiar to all, and in this sense it will usually be satisfactory. A man who exploits one thing only, or one thing especially, is usually proud to have that thing known as his exploit. "Exploit" is also defined "to unfold," "to display" (See *Century*), and if so used as a verb it may properly be used as a noun to designate an article displayed or advertised. "Explorette" or some similar derivation might be used to indicate an article of secondary importance, subordinated by the advertiser, thus: The "Columbia" and the "Hartford" wheels might be called the "Exploit" and the "Explorette," respectively, of the Pope Manufacturing Co. "Exploit," being a new meaning of an old word, would need quotation marks at first, but as it is a word that has not been used overmuch, it might very soon become more familiar in the new sense than the old. Respectfully,

J. HOLLAND WRIGHT.

IT LOOKS GOOD.

COMPONENTSVILLE,

BIRMINGHAM, Eng., Dec. 5, 1900.

Editor of PRINTERS' INK:

We have been greatly interested in an article which appeared in PRINTERS' INK for October 10, entitled "The Store Paper," and have ventured to submit for your criticism a copy of the house organ of this company, which we are calling the *Cycle Times*. We distributed between 10,000 and 11,000 copies by means of the mail to patrons actual and prospective, and propose sending out the second number during February next. This being our first number, we hope to do better in succeeding numbers, and we have no doubt but that we shall profit much from candid criticism. We are, sir, yours faithfully,  
THE CYCLE COMPONENTS MFG. CO., LTD.

IN BANGOR, ME.

Office of

LOUIS KIRSTEIN,

Real Estate and Insurance Broker,  
36 Main Street.

BANGOR, Me., Dec. 14, 1900.

Editor of PRINTERS' INK:

Inclosed please find Check No. 34,222, for which please set my subscription to the Little Schoolmaster ahead for one year from its present expiration.

To my mind, bread without salt is on a par with an attempt to do successful advertising without the aid of PRINTERS' INK. Yours truly,

BERNHARD W. KIRSTEIN,

Adv. Mgr. Louis Kirstein Real Estate Agency.

## SAMPLE COPIES.

POST OFFICE DEPARTMENT.  
Post Office, New York, N. Y.

New York, Dec. 6, 1900.

*Publisher* PRINTERS' INK, 10 Spruce St.,  
New York, N. Y.:

PERSONAL, IMPORTANT.

SIR—Your attention is invited to the following order, which has been received by this office from the Third Assistant Postmaster-General:

"Postmasters are specially cautioned that a publisher is entitled to mail with every issue of his publication a number of sample copies equal to the number sent to subscribers. Any excess of that proportion cannot be sent at the pound rate."

Kindly acknowledge receipt of this communication. Very respectfully,

CORNELIUS VAN COTT, Postmaster.

NEW YORK, Dec. 10, 1900.

*Mr. Cornelius Van Cott, Postmaster,*  
*New York City:*

DEAR SIR—We are to-day in receipt of a communication, addressed to PRINTERS' INK and marked "Personal," "Important," which reads as follows:

"Postmasters are specially cautioned that a publisher is entitled to mail with every issue of his publication a number of sample copies equal to the number sent to subscribers. Any excess of that proportion cannot be sent at the pound rate."

We are asked to kindly acknowledge the receipt of this communication.

By the above it would appear that any publisher "is entitled to mail with every issue of his publication a number of sample copies equal to the number sent to subscribers."

It has not been the frequent practice of PRINTERS' INK, in recent years, to send out any sample copies on account of the difficulty of ascertaining what rule on the subject prevailed with the Post Office Department. If we may understand, however, from the above that we are entitled to mail with every issue a number of sample copies equal to the number sent to subscribers and in doing so may run no risk of criticism from the Post Office Department, we are likely to wish to avail ourselves of the privilege and would be thankful to you for the assurance that our right to do so will not be questioned. We are,

Your obedient servants,  
(Signed) GEO. P. ROWELL & Co.)  
Publishers of PRINTERS' INK.

POST OFFICE, New York, N. Y.  
Office of the Postmaster.

Dec. 11, 1900.

*Messrs. George P. Rowell & Co., Pub-*  
*lishers* PRINTERS' INK, 10 Spruce St.,  
*New York, N. Y.:*

GENTLEMEN—The understanding you have of the Postmaster-General's order regarding sample copies corresponds with that entertained by this office, viz.: If a publication is entitled to second-class privileges its publishers are privileged to mail as many sample copies as they have subscribers to their publication. The object of the order is to do away with the previous custom of omitting to send samples for several issues and then

mail at one time the number entitled to go with each of the omitted issues.

Very respectfully,

C. VAN COTT, Postmaster.

Per E. M. Morgan, Asst. P. M.

## WANAMAKER'S BOOK METHOD.

NEW YORK, Dec. 13, 1900.

*Editor of* PRINTERS' INK:

In your issue of December 12 there appears, on page 24, a letter from Mr. Karl M. Shuman regarding John Wanamaker as a book agent. The article is especially interesting to me because I was a customer for "specimen pages" and "full information." The announcement did not appear many days when I wrote for "specimen pages," yet a man came to explain that the demand was "enormous" and they had run short. It did not take me long to "comprehend" the scheme. I was simply disgusted. And if I had any idea of buying the books I gave it up when I discovered the method. Mr. Wanamaker is a great merchant, but when he tries to fool others he will find out he is fooling himself. Respectfully,

H. H. Moss.

## GERMAN NEWSPAPERS IN CHINA.

An interesting feature of Tsing-Tau is its newspapers. It has already three, all weeklies. The largest is the *Deutsch Asiatische Warte*, published entirely in German, which is now going through its second year. It is an eight-page paper of about the shape and size of *The Saturday Evening Post*. It is neatly gotten up and is well patronized by the advertisers. The *Amtsblatt* was started a few weeks ago in the hope that it would have both a German and Chinese circulation; it is published in both languages. The third newspaper is the *Kiautschou-pau*, printed in Chinese and containing mainly secular news, although published by the Roman Catholic mission.—*Saturday Evening Post*.

## WHAT TAKES THE TRICK.

Do not take any stock in publications whose managers blow about quality. To be successful in advertising the advertiser must have the most circulation for the least money. The widest distribution at the lowest cost per line per thousand takes the trick.—*Advertiser*.

## ILLUSTRATED EXTRACT FROM TESTIMONIAL.



IT GOES INTO THE BEST FAMILIES.



## WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., II.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

## CALIFORNIA.

San Francisco (Cal.) *Bulletin* (1).—Is considered to be the best advertising medium by the largest number of home advertisers, and consequently is the best medium for foreign advertisers. It brings results. If you have not used it give it a trial. It will give you good results in return. Daily average for October, 1900, 45,680 absolutely guaranteed. It has the largest city circulation of any newspaper published in San Francisco. No other daily paper in San Francisco dares to show advertisers its city subscription list.

## DISTRICT OF COLUMBIA.

Washington (D. C.) *National Watchman* (1).—Absolutely guarantees a circulation each issue of 50,000 copies, and charges for this the lowest rate. Space can be bought at ten cents a line, or two-tenths cent per thousand circulation. Send for sample copy. You will use its columns if you do so.

## ILLINOIS.

Chicago (Ill.) *Homefolks* (1).—Each advertisement accepted under a positive agreement to furnish a photograph of the postoffice receipt for the issue in which the ad appeared, showing the issue to be the exact number guaranteed; the original postoffice receipt also furnished on request. A keyed trial order, however small, will promptly and emphatically demonstrate the new *Homefolks* to be a business producer. Orders solicited through all reliable agencies.

Chicago (Ill.) *Home Life* (1).—Guaranteed circulation over 100,000. Rate 40 cents per line. Proven in every known way. All the information is yours for the asking. Our rate tells all. Forms close 24th of month previous to issue. It is not only the quantity of circulation we prove, but the quality of circulation that brings results. No discount for time or space.

Chicago (Ill.) *Prairie Farmer* (1).—Has the enviable reputation of producing better returns for feeding machinery advertisers than any other farm or live stock paper published in the Western States. This is due largely to the fact that every machine or article advertised is presented in a candid and fair way, and the actual result of its work is told in plain language to *Prairie*

*Farmer* readers; and then *Prairie Farmer* readers never hesitate to take the word of the paper when buying an article of this sort, and a well-worded, candid advertisement of this kind invariably brings inquiries and orders after the first insertion. Advertisers who look over any recent issue of this paper will see a nice line of feeding machinery ads in it. This is a pretty good indication that it pays advertisers to stick to it.

Quincy (Ill.) *Farmers' Call* (1).—It is published at the central point of the richest farming territory in the country—the territory that has the greatest wealth in farms, farm animals and farm machinery and yields farm products of the greatest value.

## INDIANA.

Indianapolis (Ind.) *Up-to-Date Farming and Gardening* (1).—The advertising rate in *Up-to-Date Farming and Gardening* is 40 c.nts per line instead of 30 cents. We guarantee and prove 100,000 copies instead of 75,000 as in the past. We have been compelled to advance our rate for two reasons: First, our circulation has advanced beyond the old number, 75,000 copies, and we cannot afford to give 100,000 copies absolute for the 30 cent rate. Second, the demand for advertising space is more than we can accommodate even by increasing the number of pages to 36, which is the limit that we can conveniently produce in our plant, therefore we expect a higher rate, even though circulation is increased in same proportion will induce smaller advertisements. Our experience leads to the conclusion that advertisers appreciate proven circulation, and we think many publishers make a mistake in not embracing every opportunity to voluntarily put reliable evidence before them.

## IOWA.

Des Moines (Iowa) *Iowa Homestead* (1).—No other agricultural paper can show so many familiar names continuously in its advertising columns as can be seen in the *Iowa Homestead*. Simply because it pays. Any other paper would show long continued use by advertisers did it, as the *Homestead* does, give advertisers actual, not promised circulation. Discriminate against none but treat all alike, never compete with them, and afford a clean paper with a reputation for protecting its readers from being imposed upon. Such a reputation the *Iowa Homestead* has among its advertisers, and it goes into over 50,000 farm homes every week. The rate is from 18 to 40 cents a line, depending upon the size of the contract. Give it a trial and your name will also become

## EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

one of the *Homestead's* increasing family of familiar ones.

## LOUISIANA.

New Orleans (La.) *L'Abeille* (1).—The only French daily paper published in the South, and the oldest in the country. Established September 1, 1827. The official journal of the parish of Orleans. Has the largest circulation in New Orleans and the Southern States.

## MAINE.

Augusta (Me.) *Kennebec Journal* (1).—Called "Kennebec" because it caters to the interest of the entire Kennebec Valley—maintaining offices and editors in Gardiner, Hallowell and Waterville as well as in Augusta. The daily is the only daily paper in Augusta. The weekly has largest weekly circulation in Kennebec and Somerset Counties.

Augusta (Me.) *Vickery & Hill List* (1).—*Vickery's Fireside Visitor, Happy Hours, Good Stories, Hearth and Home*. The total combined circulation of these four great illustrated monthly family papers, constituting the *Vickery & Hill List*, exceeds 1,500,000 copies each issue into one and one-half million different homes. Every copy goes in a separate wrapper to a separate address to mail order buyers. There is no duplication in circulation of the *Vickery & Hill List* or the *American Woman*, so that it is necessary to use all of them in order to get the entire benefit of the combined circulation.

Waterville (Me.) *Clifton Monthly* (1).—The publishers of the *Clifton Monthly* wishing to eliminate all possible discussion regarding its circulation, insert in all contracts for advertising a clause providing that no advertiser shall be required to pay for any advertising until we prove to his satisfaction that we are printing and mailing 100,000 copies and over each month. Remember that this is not "average" circulation, but 100,000 each month. No publishing house in the United States will make the above statement and stand up to it unless they are actually printing and mailing that number of copies each month. Forms close the 20th.

## MASSACHUSETTS.

Boston (Mass.) *Home Journal* (1).—Has a valuable clientele among the people who have the means to purchase the best, and those who desire this class of trade can find no more valuable medium in Boston to advertise in than this paper.

Boston (Mass.) *New England Farmer* (1).—The only distinctively New England agricultural newspaper. The oldest, most carefully edited, most reliable, best looking agricultural paper in New England. The only New England Grange Journal. Indorsed and recommended by leading members of the Grange.

Springfield (Mass.) *Good Housekeeping* (1).—40,000. That's the circulation at present and it is guaranteed under a sworn statement. The rates are exceptionally low and quality of circulation the best. Contracts placed at once will get the benefit of a rapidly increasing circulation.

Springfield (Mass.) *Republican* (1).—Has the largest daily circulation in Massachusetts, and largest morning circulation in New England out of Boston.

Worcester (Mass.) *Post* (1).—Is read in more than twice as many homes as any other evening newspaper published in Worcester County, and has a reading constituency of at least 50,000 people; the great bulk of these readers cannot be reached through any other advertising medium. The *Post* invites you to examine its circulation books. It invites you to investigate and satisfy yourself that it has the circulation that it claims it has.

## MICHIGAN.

Detroit (Mich.) *News and Tribune* (1).—The evening *News* and (morning) *Tribune* (combined)—all advertising appears in both papers) cover Michigan thoroughly. Average circulation over 75,000 daily, by far in excess of all other Detroit papers combined. The *News-Tribune* leads on Sundays—circulation over 44,000. The most searching investigation of circulation books and records invited at all times.

Owosso (Mich.) *American* (1).—Wonderful results obtained by advertising in the daily *American*. Only penny paper in Central Michigan. We do not claim to be the whole thing, but our daily had a guaranteed circulation for the past six months of 1,485. *Shiawassee American* (weekly) oldest weekly in the county or this section of the State. Geo. D. McIntosh, publisher and proprietor.

## MINNESOTA.

St. Paul (Minn.) *Mail Order Monthly Magazine* (1).—The strongest mail order publication in the United States. It has a Western circulation where three-fourths of all the mail order business comes from. Circulation 300,000.

## MISSOURI.

St. Louis (Mo.) *Winner Magazine* (1).—Four hundred thousand copies in separate wrappers to paid subscribers each issue guaranteed. From the manner in which our subscription was obtained it is the cleanest, freshest, best paying list for mail order advertisers in the field.

## NEBRASKA.

Omaha (Neb.) *Bee* (1).—If every advertiser knew its value every advertiser would use the *Illustrated Bee*. A weekly magazine—the only mail order medium west of Chicago—covers the best mail order territory in the world.

## NEW YORK.

Albany (N. Y.) *Times-Union* (1).—Covers the Empire State thoroughly within a radius of fifty miles on every side out from Albany. It has a clientele which cannot be reached through any other medium. It is a favorite home newspaper.

Binghamton (N. Y.) *Morning Republican* (1).—It is the home daily of Binghamton. It is the only morning daily in a city of 45,000 people. It is the only morning daily within a radius of sixty miles of Binghamton, and goes to over 160 postoffices in packages, not including single wrappers. It has full Associated Press service. It has a guaranteed circulation, 99 per cent of which is bona fide subscription. It is Republican in politics, clean and reliable in news service, and able in editorial. There is not a vengeful advertiser who cannot use the *Republican* to advantage.

Elmira (N. Y.) *Telegram* (1).—Qual-

ity as well as quantity is desired by advertisers in selecting mediums, and they "hit the nail on the head" when they are represented in the columns of the *Elmira Telegram*, which has the largest circulation of any Sunday paper in the State of New York outside of the Boroughs of Greater New York. Bright, entertaining, ably and artistically illustrated, high-toned, reliable, and unlike many papers of its class, has full Associated Press dispatches up to the hour of its last editions going to press.

New York (N. Y.) *Ainslie's Magazine* (1).—Three gold medals for *Ainslie's Magazine* at the Paris Exposition. The official list of awards at the Paris Exposition, as published in the Paris edition of the *N. Y. Times*, Aug. 18th, shows that *Ainslie's Magazine* has been honored as above indicated. Moreover, *Ainslie's* is the only 10 cent magazine in the gold medal class, which is a splendid compliment, and speaks volumes for the literary and artistic excellence of the magazine. Street & Smith, publishers, New York.

New York (N. Y.) *Arena* (1).—Since September, 1899, the *Arena* has been published in New York, and under its new ownership and editorial management has begun a new era of its history, better equipped than ever to present to inquiring minds the ripest thought on all sides of the vital questions of the day. *The Coming Age*, which recently suspended publication, has been merged in the *Arena*, and the services of its late editor, B. O. Flower, has been acquired by that famous magazine, which was founded and for seven years edited by him.

New York (N. Y.) *Caterer* (1).—The *Caterer* pays more for its reading matter than all the other papers of its kind in the world. In consequence, the actual value of its contents is so great that it has won universal recognition as the "monthly text book" of the hotel, club and restaurant business. Its subscribers study its columns—both advertising and reading—in search of anything which it may seem to them advantageous to use or adopt. The *Caterer* is furthermore the largest magazine of its kind in America, carries by far the most business, and is the only one which offers a definite statement of the circulation of every issue. So profitable is its space that it is used by many large advertisers who bar all other trade and class publications. The readers of the *Caterer* buy every year \$60,000,000 of perishable supplies alone, in addition to enormous sums invested in new equipment, furnishing, etc., and exclusive of the millions devoted to building and construction. All these big buyers can be reached directly through no other medium—nor even indirectly except at an expenditure of more than fifty times our rates.

New York (N. Y.) *Everybody's Magazine* (1).—Is intended for readers who like light literature but who hate foolishness. It contains nothing ponderous, nothing quarrelsome, nothing transcendental and nothing trivial. It is bright, snappy, new, different. Nothing in it is hard to read, but there is nothing in it that isn't worth reading. The keynote of its policy is interest. The edi-

tor cares little for the names of contributors, but everything for the catch and grip on the attention of the reader of the matter submitted. It is only nine months old, but it has already elbowed a place for itself. And it is growing as few publications have grown. Get a copy, and see why. We'll send a sample on request.

New York (N. Y.) *Ladies' World* (1).—The paper that pays advertisers big money is the *Ladies' World*. Because only square advertisements are taken for its columns. Its readers know that fake and skin ads cannot get into the columns of the *Ladies' World* and therefore they have confidence in what they see in its columns.

New York (N. Y.) *Toilettes* (1).—We wish to send you free a copy of the December or January issue of *Toilettes* (a journal of practical fashions); we wish you to see how different it is under the new ownership; we want you to see just why it appeals so strongly to women. The American News Company gave three repeat orders for the December issue. Advertising rates 50c. per line.

New York (N. Y.) *Welcome Friend* (1).—Our circulation of over 100,000 has been freshly recruited from the army of advertisement readers. That's one reason why the paper is a paramount paper. Perhaps there are others. The rate is 40c. per agate line, no discount for time or space. Send order through some good agent, or send cash.

Schenectady (N. Y.) *Union* (1).—Schenectady, N. Y., according to the last census has now a population of 31,682, or an increase of 60 per cent during the past decade. With the 5,500 people in its three principal suburbs, which are a part of the city as far as business is concerned, Schenectady has really a population of over 37,000. The *Union*, Schenectady's leading and largest newspaper, covers this field thoroughly and hence is the best advertising medium in the county.

#### NORTH CAROLINA.

Charlotte (N. C.) *News* (1).—Two best of their kind—the *Charlotte News* leads all North Carolina afternoon papers; the *Times-Democrat* all semi-weeklies in circulation and advertising patronage. The *News* has the largest circulation in the best city, and the *Times-Democrat* has the largest circulation in the best county in the State.

Charlotte (N. C.) *Observer* (1).—In a radius of a hundred miles of Charlotte, N. C., are situated more than two-thirds of the cotton mills of the South. The mill owners, the superintendents and operatives depend solely on the *Daily Observer* for the news. The paper is delivered to them by breakfast time every day and Sunday. The semi-weekly *Observer*, published Tuesdays and Fridays, well covers the farming section adjacent to Charlotte. It was the first paper published in North Carolina twice a week at \$1 per year. It is a handsomely printed eight-page paper. The growth in circulation has been phenomenal.

Raleigh (N. C.) *Progressive Farmer* (1).—The most largely circulated farm weekly published between Washington and New Orleans. Covers that great

farming and trucking region between Richmond and Savannah. Our circulation is steadily increasing. We have the best agricultural writers in the South. Agriculturist and ex-agriculturist N. C. Experiment Station on our editorial staff. Organ leading farmers' association. The ladies' and children's as well as the farmers' favorite. More lady contributors than any other four papers in the State.

## OHIO.

Cincinnati (Ohio) *American Girl* (1).—Came into existence 21 months ago, the way in which she has grown illustrates that a fair count in circulation to the advertiser and an interesting magazine to the reader is a foundation upon which to build, and it will endure for ages. One hundred thousand monthly circulation. Rate 50 cents per line. Correspond direct or through any reliable agency.

Dayton (Ohio) *News* (1).—The sworn circulation of the *Daily News* for the month of September, 1900, averaged 16,332 daily. This is guaranteed to be more circulation than that of all the other daily papers in Dayton combined.

## ONTARIO.

London (Ont.) *Daily News* (1).—A few reasons why it will pay you to advertise in the London *Daily News*: 1. It has the circulation—the largest (sworn) in Canada, outside of Toronto and Montreal. 2. It controls a rich and extensive field; the garden of Canada, including the whole of Western Ontario, from Oxford County on the east to the St. Clair Lake and River on the west. 3. The farmers of Middlesex and the West are prosperous and progressive. They have the money and use it. 4. London is a busy and growing city of 40,000 people, with vast manufacturing industries, doing business in the four quarters of the globe. It is a ready-money city. 5. Nearly all of the best advertisers, both local and foreign, use the *News* continuously. 6. The best people in this rich and populous district read the *News*. 7. It pays hundreds of others and will pay you.

## PENNSYLVANIA.

Columbia (Pa.) *News* (1).—Advertising in the *Daily News* always brings results. The *News* has a larger circulation than that of all other Columbian papers.

Philadelphia (Pa.) *Farm Journal* (1).—Every person contemplating new advertising should first send and get a sample copy of the *Farm Journal*, Philadelphia. It carries the announcements of the leading successful advertisers in many lines. It is also worth studying on its own account. The *Farm Journal* has but one rate to everybody; tells its circulation frankly, does not compete with its advertisers, has the largest list of subscribers of any farm paper in the world and can be counted on for results every time. It edits its advertising columns, winnowing the wheat from the chaff.

Philadelphia (Pa.) *Times* (1).—Philadelphia's bright, progressive morning paper. For business office, factory and home. A recognized force in shaping public opinion. An advertising medium that brings prompt and profitable re-

turns. The *Times* is published every day in the year.

Shenandoah (Pa.) *News* (1).—Shenandoah, Pa., has a population of 20,000 with a surrounding population within three miles of 15,000 more. The daily and Sunday *News* cover this field and cover it well. There is room in the columns of these journals for advertising and it will be sold at reasonable rates in large or small quantities.

## SOUTH CAROLINA.

Columbia (S. C.) *State* (1).—The American Newspaper Directory accords the *State* a larger circulation than any other South Carolina daily. Published at Columbia, the capital of the State and the center of the great cotton manufacturing industry in the South, the *State* occupies a commanding position. Distributed over the eleven railway lines radiating from Columbia and reaching more than one hundred towns before noon every day in the year, it is "the morning paper" for three-fourths the entire State. With one matrix or one electro advertisers may cover the State, the whole State, with nothing but the *State*.

## TENNESSEE.

Nashville (Tenn.) *American* (1).—There are twenty million people living in the South and but two and a half million in large cities, the rest in the country. The *Weekly American* circulates exclusively in the Southern States—Tennessee, Kentucky, Missouri, Arkansas, Indian Territory, Oklahoma, Texas, Mississippi, Louisiana, Florida, Georgia, Alabama, North and South Carolina. No States are as prosperous and none have as many people dependent upon the mail trade for their supplies as they.

## TEXAS.

Fort Worth (Tex.) *Morning Register* (1).—Our guaranteed average circulation for last year, Jan. 1 to Dec. 31, was 8,219 daily and 10,864 Sundays. The *Morning Register* has been a grand success from the very start, and every honest advertiser who uses it knows it, and will tell you so. It never disappoints. Replies come immediately, and more of them than you can get from all other publications published in Tarrant County.

Galveston (Tex.) *Tribune* (1).—Has long been recognized as the foremost evening paper of Texas, with the largest city circulation in the State, but not until recently has it been fully appreciated for its worth as an advertising medium beyond the city of publication. During the last two years it has been steadily forging into the interior, where it arrives twelve hours ahead of morning papers. Its readers in the State are mainly business men, bankers, merchants and cotton buyers. Any intelligent advertiser knows the value of such a medium.

## WISCONSIN.

Racine (Wis.) *Journal* (1).—*Daily Journal* reaches all classes. It is a strictly high-grade newspaper. You can spend money in Racine without using the *Journal*, but you can't reach the people, or enough of them without the *Journal*. You may get lower rates, but the service you get is so much lower that the *Journal* is cheap in comparison. Sample copies and rates on application.

## NOTES.

Mr. R. J. SHANNON has resumed charge of the New York office of Munyon.

It is quite a common practice in London (and presumably in other towns) for a business firm to engage women whose sole duty it is to go to rival firms in the same business and gather information as to prices, new fashions, novelties and so on, for the benefit of their employers. The "detective-shopper" has the appearance and manners of a lady, and usually does her "shopping" in a well-appointed brougham. She has *carte-blanche* to make purchases, and even to buy expensive gowns which serve as models to her own firm.—*Exchange*.

REPORTS from Petropolis, Brazil, state that early next year an exposition will be held at Belle Horizonte, the capital of Minas Geraes, under the auspices of the Brazilian government. American manufacturers are invited to exhibit electrical, mining, agricultural and other mechanical appliances, and it is stated that the expense connected with such exhibits will be comparatively small, while the facilities and opportunities for making a good show and obtaining profitable business will be considerable. Any firms that are desirous of obtaining further details regarding the matter may communicate on the subject with the United States Consulate in Rio de Janeiro.—*Electrical Review*.

## ARGUMENTS IN BOOKLETS.

The catalogue is really a secondary salesman. It is expected to go out to tell the story of the business to prospective customers, to give descriptions, to quote prices and to get orders. It will do all of this if it is properly constructed, but in order to do it, it must consist of something more than a mere mass of descriptions and prices. It must embrace good, sensible arguments as to why the goods described should be purchased instead of those of another make. It must point out the advantages of these goods and show just where it is to the interest of the prospective customer to purchase them. A salesman who attempted to sell a bill of goods by simply rolling off descriptions and quoting prices would not be a desirable man, and would not secure many orders. An up-to-date salesman, the kind of salesman that you would want would have a string of arguments, bright, snappy, reasonable arguments, ready to preface his quotations or prices. He would explain clearly the advantages of the goods he was selling, and would demonstrate to his prospective customer the advantages of buying those goods.—*Shoe and Leather Facts*.

ADVERTISING should be news—fresh every day. If an advertiser cannot afford to advertise in all the papers, he should pick out the one that will give him the best returns for the least money and put all his shot into that—solid shot fired from a single gun concentrated on one object proves more efficacious than small shot fired from twenty small guns and scattered at random.—*Los Angeles (Cal.) Herald*.

## ON THE FARM.

Why do the farmers permit the city folks to have the monopoly of advertising along the sides of the public highways? Why should he not advertise his own farm, himself, and whatever he wishes to buy or offer for sale on a well-constructed and tasteful sign-board in front of his premises? A few dollars spent in constructing a sign-board in front of his house or barn, on which he could write, from time to time, whatever he has to sell, would be a paying investment of the first water. It would be better in the form of a well constructed blackboard, facing the roadway, having painted on it permanently his name, the name of his farm (the farm should always have a distinctive name), and the general character of his business. Below that could be written in chalk from time to time what particular things he has for sale or what he wishes to buy. If he has improved cattle of any breed, or any other kind of live stock, or farm machinery, for which he has no present use, he could write in large letters "For Sale," and then mention the article. If he wishes to hire one or more hands, he can so state it on the blackboard. If he wishes to buy corn, stock cattle, or anything else, he can so write it.—*Wallace's Farmer*.

## WITHOUT WIRES.

Wireless telephone and telegraph circuits will span the world in the next hundred years. A husband in the middle of the Atlantic will be able to converse with his wife sitting in her boudoir in Chicago. We will be able to telephone in China quite as readily as we now talk from New York to Brooklyn. By an automatic signal they will connect with any circuit in their locality without the intervention of a "hello girl."—*Ladies' Home Journal*.

The perfumer who advertises is a man of scents.

## Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

ADS for the DAILY JOURNAL, Asbury Park, N. J. Circ'n 2,157. Rate 7 cents an inch.

WANTED—Every one to send for January issue of AM. ADVERTISER, Delhi, N. Y. Free.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

WANTED—To supply somebody with a good adman. That's me! GEO. B. WILDS, JR., Wickliffe, Kentucky.

WANTED—A newspaper business. Must be paying and reasonable price. Address "EDITOR," care Printers' Ink.

FERNALD'S NEWSPAPER MEN'S EXCHANGE recommends competent rep's, editors & adv'g men to publishers. 15 Cedar St., Springfield, Mass.

PUBLISHERS—Keep your subscriptions up to date. Simple and practical method. Send for circular. A. J. CHARLES, 164 W. 66th St., Chicago, Ill.

NEWSPAPERS—Good half tone man, newspaper experience, capable of taking charge, wants work. M. REBELE, 110 Oak St., Brooklyn, New York.

**WRITERS WANTED**—Cash for news items and original mss. from every place. Send stamp for prospectus. **THE GUNTON**, Box P. 1., Hancock, Maryland.

**JINGLES**—Advertising jingles for all trades. That is my specialty. They are the pithy pointed, practical kind, and are profitable at the price. "**JACK THE JINGLER**," 10 Spruce St., N.Y.

**NOVELTY** invention, highest vested merits, for trade, mail order, souvenirs, premiums. Great field. Will sell patents, take partner. No experimenting, all ready. **MILLER** 407, 87 Washington St., Chicago, Ill.

**TRADE PAPER PUBLISHERS**—Journalist of wide experience writes original articles, correspondence and interviews. Photos, if desired. Translations from foreign exchanges. **WM. C. HIRSCH**, Postoffice Box 2241, New York.

**A GREAT OPPORTUNITY** for the right party with push and capital to secure a controlling interest in a valuable monthly magazine established for years; field unlimited. Address at once "**MAGAZINE**," care Printers' Ink.

**ORDERS** for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York.

**WE** will pay \$10 for the design for a trademark best adapted to our business. Design must be simple and striking and characteristic of medicinal preparations. Address **THE MASSACHUSETTS MEDICAL CO.**, Box 1140, Boston, Mass.

**A CHANCE** to learn the linotype and details. Special rates to operators desiring mechanical course. Every branch thoroughly taught; reference, **Mergenthaler Linotype Co.**, New York. Write for catalogue. **MERGENTHALER LINO-TYPE SCHOOL**, 61, G St., N.W., Washington, D.C.

**WANTED**—A man to take charge of a composing room. Must be a man of good presence, education and character; a good disciplinarian and have original and up-to-date ideas of display advertising. Must also be able to furnish good references as to character and ability. Address all replies to "**C 31**," care Printers' Ink.

**WANTED**—A thoroughly competent man or woman to act as editor for a family, literary and story paper published monthly. Must be familiar with ins and outs of securing first class serial stories and capable of editing departments such as household, fancy work, puzzle, question box, etc. State experience and salary wanted for port or all of your time. Address **ROWELL & NICHOLS**, Publishers, 353 Dearborn St., Chicago.

**TO PRINTERS**—Any printer having a large plant will find it profitable to engage in the book publishing business on certain lines of operation to be indicated by me. I have the electrotyped plates of nearly one hundred popular books (such as are sold in book stores at 25 cents each). To any concern showing the ability to purchase these plates I will give information that will prove their possession to be a highly profitable investment, utilizing all idle time in the pressroom and establishing a new and lucrative business. Address "**FREEMAN**," P. O. Box 1560, New York City.

#### PHOTO ENGRAVING.

**THE STANDARD ENGRAVING CO.**, 61 Ann St., New York.

#### MAILING MACHINES.

**MAILER'S DELIGHT**, labeler, 99 pat. \$12. REV. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

#### COIN CARDS.

**83 PER 1,000**. Less for more; any printing. **THE COIN WRAPER CO.**, Detroit, Mich.

#### WINES.

**HOW CHAMPAGNE IS MADE**, sent free. C. E. SWEZEY, with Brotherhood Wine Co., New York City.

#### CALENDARS.

**CALENDARS**—5x7, half tone cut of Niagara: \$50, \$5.50; 1,000, \$10, including your ad. **FINK & SON**, 4th & Chestnut Sts., Philadelphia.

#### HALF-TONES.

**PERFECT** copper half-tones, 1-eol., \$1; larger, 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

#### POSTAL CARDS BOUGHT.

**UNCANCELLED** printed or addressed postal cards and stamps bought for cash. **BURR MANUFACTURING CO.**, 614 Park Row Bldg., N.Y.

#### SPECIAL REPRESENTATIVE.

**H. D. LA COSTE**, 38 Park Row, New York, special representative for leading daily newspapers.

#### IMPOSING STONES.

**BEST** quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. **THE GEORGIA MARBLE FINISHING WORKS**, Canton, Ga.

#### ADDRESSES.

**MAIL** order names, up to date. Mothers who have ordered within 30 days. Price \$1 per 1,000 or 15,000 names for \$10. **DOWNEY & HENRY**, 167 Dearborn St., Chicago, Ill.

#### LETTER BROKERS.

**LETTERS**, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASS'N**, 586 Broadway, N.Y.

#### NEWSPAPER INFORMATION.

**FOR** latest newspaper information see the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued Dec. 1, 1900. Price, five dollars. Sent free on receipt of price. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

#### SUPPLIES.

**Gauge pins**, 3 for 10c. **PRINTERS SUPPLY CO.**, Grand Island, Neb.

**THIS** paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 138 Spruce St., New York. Special prices to cash buyers.

#### ADVERTISING AGENTS.

**PUBLISHERS**, send your special adv. rates to **FRITZSCHE ADV. AGENCY**, Burlington, Ia.

**MERCHANTS**, mfrs., mail order men who want a "live" salesman or agents everywhere should send for bargain lists leading "want ad" papers. **HUNGERFORD & DARRELL AG'CY**, Balto., Md.

#### MAIL ORDER.

**LETTERS** wanted that have been received in reply to advertisements. Highest price paid for thirty days' use and we guarantee they will be utilized only for mailing sample copies of our publications. None wanted dated prior to October, 1899. No lot too large for us. **SAWYER PUB. CO.**, Waterville, Maine.

#### ILLUSTRATORS AND ILLUSTRATIONS.

**H. SENIOR & CO.**, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**ORNAMENTS** and initials to give a distinctive style to your booklets and printed advertising matter. Send for illustrations and prices. "Volume X." **KEYSTONE TYPE FOUNDRY**, 734 Sansom St., Philadelphia, Pa.

#### ADVERTISING NOVELTIES.

**BRONZE** letter openers. Gun metal finish. Write. **H. D. PHELPS**, Ansonia, Conn.

**\$500** in genuine Confederate money for only 25c. **CHAS. D. BARKER**, Atlanta, Ga.

**FOR** the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser. 4 lines will be inserted under this head once for one dollar.

PENS.

NO dripping with Effsey Falcon Pens: no blots and no spluttering. Gross \$1. Sample box 10c. THE PAUL CO., Red Bank, N. J.

WE have a special offer for newspaper men wanting fountain pens for their own use or as premiums. FERRY PEN CO., Box 31, Milton, Wis.

NEWSPAPER BARGAINS.

**\$2,800** BUYS a good Republican weekly in Ohio. Reasonable terms.  
\$1,900 buys a good weekly proposition in Oregon. \$900 or more down.

\$1,900 buys a good Democratic weekly property in Ohio. Reasonable terms.  
\$8,000 buys a lively daily proposition in Connecticut; large field. \$5,000 cash required.

\$7,000 buys the best weekly (syndicate) newspaper business in New England. Profits past year over \$5,000 and increasing. \$4,000 or more cash.

\$5,000 buys half interest in fine daily business in Iowa. Easy terms to a good newspaper man—and will not sell to any other.

Newspaper owners can secure reliable men for any department in newspaperdom via C. F. DAVIS, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADVERTISING MEDIA

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

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THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

BACK-COVER quarter page, 30,000 circ., \$16.70 12 times, \$180. PATHFINDER, Pathfinder, D.C.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 45c. Ad rate, 10c. line. Close 24th.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done in a fails to be effective because it is placed in papers and at rates that give no more than one eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. HOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

PRINTERS' INK.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale concerns in jewelry and kindred lines. 700-p. 10¢ list price catalogue free. S. F. MYERS CO., 45-47 Madison Lane, N. Y.

ADDRESSING MACHINES.

WALLACE'S Addressing Machine. No type used; more than 50 per cent saved over handwriting. Addresses printed in fac-simile typewriting directly on wrappers. No labels to come off. PRINTERS' INK uses Wallace & Co.'s addressing machine, so does *Cosmopolitan Mag.*, *Butterick Pub. Co.*, *C. E. Ellis Co.*, *Robert Bonner's Sons*, *Comfort*, *W. B. Conkey Co.*, *Agricultural Epitomist*, *Lincoln, Neb.*, *Freie Presse*, *N. Y.*, *Popular Fashions*, *N. Y.*, *Cheerful Moments*, *N. Y.*, *Modern Stories*, and scores of the large publishers throughout the country.

WALLACE & CO., 10 Warren St., New York.

FOR SALE.

**\$6.50.** PAIR Puncture-proof Tires, prepaid. ROADSTER TIRE CO., Camden, N. J.

**\$100** BUYS a complete bound file of PRINTERS' INK (32 volumes). Address "P. I. J.," care Printers' Ink, 10 Spruce St., N. Y.

FOR SALE—A trade monthly publication, almost entirely without opposition in its line, making from \$150 to \$200 a month over expenses. This publication is but sixteen months old, carrying on an average of \$500 in advertising each issue. Can be published in any city. A splendid investment. "S. C." care Printers' Ink.

FOR SALE—First-class 8 page, 7 col. paper in growing North Montana town. Ideal cylinder press. Gordon jobber, stock of paper, furnished house, two lots, office building, both new, 500 cash paying subscribers. Will clear \$300 per month above expenses; \$3,000 cash takes it. If you haven't got the money don't write. Address THE ENTERPRISE, Malta, Mont.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

EDITORIAL WRITER.

TIMELY editorials, all subjects. Write for rates. H. L. GOODWIN, Malden Sta., Boston.

ADVERTISEMENT CONSTRUCTORS.

GEORGE R. CRAW, mail order advertising. Box 502, Cincinnati, Ohio.

SAMPLE retailer's ad, \$1. Send facts. WM. WOODHOUSE, JR., Trenton, N. J.

ADVICE any business or ad, subject \$25. Trial ads \$1. F. B. WILSON, Kenton, Ohio.

ADS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

JED SCARBORO, writer of forceful advertising. Request estimates. 20 Morton St., Bklyn.

WRITING medical advertising—10 yrs. training. M. P. GOULD CO., Bennett Bld., N. Y.

SAMPLE AD \$1; prose, verse, letter; send facts and cash. E. M. TAYLOR, 69 Pearl St., Somerville, Mass.

ADS that pull. Give us a trial at 50c. each. We place ads too. MOYER'S ADVERTISING AGENCY, Newark Valley, N. Y.

TWENTIETH century ads for every line of business. Ideas and prices that are fetching. GEO. B. WILDS, JR., Wickliffe, Kentucky.

RESULTS!—That is what I always aim at and my customers often wonder at the accuracy of my aim. I write, illustrate, design and print all kinds of advertising literature in a neat, clean, convincing manner, just the way it should be done. Send along a trial order and see if I cannot hit the "bull's-eye" of trade for you. Also send for my booklet, "Ten Dollars a Thousand." It will interest you. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

# PAN-AMERICAN

## BUFFALO,



North Bay—Pan-American Exposition.

The North Bay, which forms a part of the lake in Delaware Park in the Exposition grounds, is particularly interesting from the fact that upon its shores will be situated the Albright Art Gallery and the New York State Building, upon opposite sides. It will help to form a very beautiful setting for these splendid structures. A magnificent new bridge is being constructed, and over this bridge the visitor will pass from the main southern entrance of the Exposition to the great group of buildings north of the lake.

All the line  
Street Cars in  
falo, Niagara  
Lockport and  
awanda, either  
direct or trans-  
it to the Expo-  
grounds. Write  
our lithograph  
folder.

We control the advertising in all lines of

**GEO. KISSAM**

**378 MAIN STREET,**

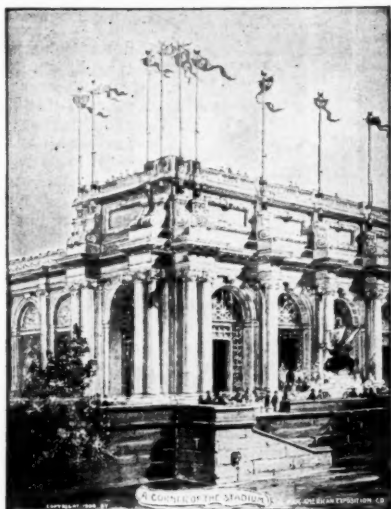
TELEPHONE 181



# AN EXPOSITION,

FAL, 1901.

the lines of  
Cas in Buf-  
Niagra Falls,  
port and Ton-  
la, either run  
or transfer  
e Exposition  
ds. Write for  
ithographed



**Corner of Stadium—Pan-American Exposition.**

This picture of a corner of the Stadium shows the massive and beautiful character of the architecture. This will be a very large structure and during the Exposition season there will be held an athletic carnival of particular interest. The entrance to the Stadium is a large building having an arcaded arrangement on the ground floor. The upper floors are to be used for restaurant purposes.

lines of the International Traction Co.

SSAM &amp; CO.,

**BUFFALO, NEW YORK.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES.

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.  
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, DEC. 26, 1900.

CUT the adjectives out of your written description, and put them in the illustration.

THE Evansville (Ind.) *News* claims to print more advertising than any other paper in Indiana.

THAT he has stayed out of an advertising "scheme" is what an advertiser never regrets.

THE more you know about your competitor's advertising the better you can make your own.

BUT few advertisements that are expected to revolutionize the world ever give it a turn.

THE Twentieth Century Woolen Company, of Chicago, writes to its customers—retailing tailors—as follows:

The Twentieth Century Woolen Co. is in receipt of frequent requests from its customers for hints on advertising, and while the best talent we have is always at the service of our patrons we believe it would be profitable for tailors using the columns of their local papers to subscribe for *PRINTERS' INK*, 10 Spruce street, New York, a weekly publication which is admittedly the best authority in the United States on all matters relating not only to advertising but the promotion of business interests as well. The following excerpts from a recent number are readily adaptable for tailors' advertising.

Then follow extracts from the pages of "Bright Sayings," which have recently become so popular.

Any publisher might be proud to issue the class of books that come from the press of Thos. Y. Crowell & Co., New York.

If a publisher feels pride in the number of advertisements his magazine carries they are paged in plain figures. If he does not they are not paged.

THE *Atlanta Journal* has a larger daily issue than any other paper printed south of Washington, Cincinnati and Kansas City, not excepting Louisville.

SOME remarkable results were obtained last week from some small advertising placed in the *New York World* and other papers throughout the Eastern cities. At a cost of \$72 in the *New York World*, 2,294 replies were obtained, while in ten other papers, at a cost of \$229, 7,200 replies were received. The house doing this advertising was the Ward Drug Company, and the remedy advertised was their "Saturday Night." Mr. Osgoodby, the advertising manager of the Ward Drug Company, claims this to be a record for amount expended. The replies in the *World* cost .0318 cents each, while the other papers' cost for replies was .0489 per answer. The grand average was .0414 cents per answer.

THE city of Omaha in Nebraska has a peculiar attribute to most of its advertising—the use of the strange sounding "Ak-Sar-Ben," which is simply the name of the State reversed. The name was originated some years ago when the State Fair—an annual celebration—was first started. The "Knights of Ak-Sar-Ben" form a society of Omaha business men, whose primary object was to devise and provide evening entertainment for the visitors to the State Fair, much as the citizens of New Orleans do for visitors to the Carnival. But the name has taken such a strong hold upon the citizens of Omaha that the local advertisers use it largely in their public announcements. While by no means implying clannishness, it appeals to the local patriotism wonderfully and smacks of what the French call "camaraderie."

THE Scranton (Pa.) *Tribune* adopts the flat rate for advertising but refrains from letting the editor of the American Newspaper Directory know how many copies it prints. That's a pity.

SPRAGUE, WARNER & Co., of Chicago, issue a "Richelieu Advertising Book," containing a large number of advertisements which retail grocery advertisers may draft into service in advertising Richelieu grocery specialties. It gives a good impression.

A WOMAN'S advertising agency has been established in Boston, "to design and place ads in publications for women." Shrewd advertisers will undoubtedly employ such an agency. There is an immense amount of business done by women now—a large share of the vast aggregate spent for the households of the world is spent by women. The newspaper which women read is the best advertising medium and women ought to be able to prepare the best advertisements to interest their sex.—*Sioux City (Iowa) Tribune*.

The theory appears correct enough, of course, but practice will probably indicate that it is false. Women may write excellent novels, but when it comes to advertisements, where every unnecessary word costs, their usual discursive style would hardly be found profitable.

IN the latest issue of the *Billposter-Display Advertising* (New York) the question "Shall Newspaper Advertising Agents Be Encouraged to Push Poster Advertising?" is discussed by several of the guild. The consensus of opinion appears to be that the advent of the advertising agent will be a benefit to all concerned—to the agent, to the advertiser, and lastly, though certainly not least, to the billposter himself. The various methods of publicity are so interrelated, so dependent for success upon one another, that a certain degree of mutuality among the vendors of the different classes is only a matter of time. Perhaps it will be not so very long before the Associated Billposters, in addition to soliciting matter for the hoardings, will also accept the advertiser's newspaper contracts, turning these over afterward to approved newspaper advertising agencies.

TWENTY years ago there was no more conspicuous figure in American journalism than Murat Halstead.

THE *Advisor* publishes a number of "proverbs that Solomon might have written—but didn't." The ones herewith give a fair taste of the whole:

Commit thy copy unto an honest agency, and thy business shall be established.

Better a three-line advertisement where honest circulation is, than a page where it abideth not.

If an advertisement expert enticeth thee, flee from him as from an automobile driven by a novice.

A padded circulation is an abomination to the advertiser, but an honest statement is his delight.

Better a small advertisement that attracteth the multitude than a large one that is seen by the few.

Fools make a mock at advertising, but the wise man sayeth not a word, and secureth additional space.

A CONSUL in the West Indies, who desires his name withheld, on account of certain government regulations, writes under date of November 26:

PRINTERS' INK comes regularly to the Consulate and is read not only by me but by all of my family and many visitors. It is bright, interesting and valuable. I keep it regularly on file and often refer to it. It is really a magazine and treats of advertising in a literary, as well as in a trade or technical manner. It is full of information that is of the utmost importance, and, what is still more valuable, of absolute reliability. I have found it of very great assistance more than once in replying to merchants and others desirous of doing new business with the United States. I myself have purchased more than one article simply because I have read a write-up of it in PRINTERS' INK, and have yet to regret having made any of these purchases.

In replying to inquiries from business men in the United States; in advising business men here; in furnishing special reports, on possible new business to be done, to the Department of State; in all of these I have found the advertising lessons of PRINTERS' INK of the greatest assistance. Whatever PRINTERS' INK has to say it says clearly, lucidly, interestingly. It comes right to the point and wastes no verbiage. There is no "padding" to be found in the pages of PRINTERS' INK. It is, therefore, an excellent model of style in writing. Even its mere advertisements are interesting reading. Without being invidious I must refer particularly to the advertisement of Printers Ink Jonson. I never bought an ounce of printers' ink in my life, and never expect to, but I always look for that ad, and I have come to feel a direct interest in Mr. Jonson's business and success.

## THAT ADVERTISERS' TRUST.

Office of  
ARMOR-BOWEN CO.  
BALTIMORE, Dec. 14, 1900.

### Editor of PRINTERS' INK:

In your issue of Dec. 12, 1900, we find an article under the caption, "An Advertising Trust," which we have no doubt refers to our company. Your correspondent evidently only knows of our plans from hearsay, or he would not have made so many blunders.

The facts in the case are these:

The Armor-Bowen Co., Inc., was organized last May for the purpose of securing advertising for the county and other papers who would make a contract with it. This contract was laid before the Democratic Editorial Association, of Maryland, who appointed a committee to revise it so that it would be entirely fair to all concerned. This revised contract was then submitted to each paper in Maryland (except the dailies in Baltimore) and was signed by a large majority of them, most of which went into effect immediately.

This same contract has been made with practically all of the weekly papers of Delaware and a number of contracts have been made in Pennsylvania, Virginia and West Virginia.

In reference to our being an agency, we are in one sense and not in another. We are the exclusive agents of the papers with whom we have contracts, in which particular we differ from most of the advertising agencies. We place business with other papers and periodicals when it is so desired by our clients. Our first and foremost business is to get advertising for our own papers.

We inclose a copy of our contract, which you will see is a fair and equitable proposition. We did not make the rates for the papers but they made them for themselves and we agree to uphold these rates, which we have done, and which has resulted in a considerable increase of good business for our papers. These rates, based as they are on guaranteed circulation, do not average any higher than the papers' former rates have been, so that we are not gouging the advertiser. We do tread on the toes of some agencies, as in the case of the Philadelphia concern as quoted in your article, but this agency was told of our plans when the contracts were made with the papers, and also was told by the advertiser when it made the contract with him, so that the said agency had its eyes wide open.

We are in no sense fighting the agencies, and we allow a liberal discount on all the business they have to place in our papers.

The officers are all comparatively young men, who have been in the newspaper business for years. They are hustlers and are in the company and its plans for "keeps." They haven't a tremendous capital but a mighty good reputation and pay their bills promptly.

Yours very truly,  
THE ARMOR-BOWEN CO., INC.,  
Grant Armor, President.

Postscript.—We are not looking for any free advertising, but if you wish

you can publish the foregoing or such parts as you desire (provided the parts are not so used as to lead the reader to misconstrue what we have written you). We would request that you would at least correct the error of your article in designating us by our proper name, viz.: The Armor-Bowen Co., Inc., and not the "Grant-Armor Agency."

THE A.-B. Co., Inc.

### Form of Contract.

\_\_\_\_\_, Publisher of \_\_\_\_\_  
in \_\_\_\_\_ County, in the State of \_\_\_\_\_  
hereby agree to accept all advertising matter from the Armor-Bowen Company upon the following rates, according to the terms of the contract now existing between them, of which contract this agreement forms part; and the Armor-Bowen Company, in consideration thereof, agrees to maintain these rates among all newspapers in said State contracting with it. The following rates are subject to change upon a vote of a majority of the newspapers in said State under contract with the Armor-Bowen Company.

#### FOR DISPLAY ADVERTISING.

One inch, one year	40c.	per 100 circ'n.
One inch, six months	25c.	" " "
One inch, three months	15c.	" " "
One inch, one month	12½c.	" " "
One inch, one time	10c.	" " "

Five or more inches one t. to one month, 5c. per inch per 100 circulation, each insertion.

Ten or more inches one t. to one month, 4c. per inch per 100 circulation, each insertion.

Twenty or more inches one t. to one month, 3c. per inch per 100 circulation, each insertion.

Position, top column, next reading, 25 per cent extra.

Position bottom following and next reading matter, 25 per cent extra.

Readers, 5c. per line each insertion. 1,000 lines to be used within one year, 3c. per line.

Two free notices to be given only when contract runs for one year.

One free notice to be given only when contract runs for six months.

\_\_\_\_\_ hereby declares that the actual paid circulation of said newspaper is \_\_\_\_\_

Witness our hands and seals this \_\_\_\_\_ day of \_\_\_\_\_ 1900.

Witness as to \_\_\_\_\_ [Seal]  
Witness as to \_\_\_\_\_ [Seal]

Pres. Armor-Bowen Co.  
THE ARMOR-BOWEN COMPANY.

Among the papers represented by the Armor-Bowen Co. are the following variously credited with from eleven hundred to twenty-two hundred circulation:

Annapolis	.....Republican	.....1300
Cumberland	.....Alleganian	.....2000
Westminster	.....Advocate	.....2200
Elkton	.....Cecil Democrat	.....1350
Elkton	.....Cecil News	.....1100
Oakland	.....Republican	.....1150
Bel Air	.....Harford Dem.	.....2000
Bel Air	.....Times	.....1300
Havre de Grace	.....Republican	.....1600
Ellicott City	.....Times	.....1250
Ellicott City	.....Democrat	.....1250
Chestertown	.....Transcript	.....1500
Centreville	.....Observer	.....1650
Centreville	.....Record	.....1650
Crisfield	.....Times	.....1550

Referring to these, the editor of the American Newspaper Directory says that if the Armor-Bowen Co. can show that any one of them actually prints an average edition of so many as a thousand copies he will reward the Armor-Bowen Co. for the information by presenting a copy of the latest issue of the American Newspaper Directory

and will give an additional copy for the second, third and so on for every one of the papers named that shall be shown to really print so many as a thousand copies regularly.

### ANOTHER'S CUTS.

Office of  
JOHNSTON & Co.,  
Mail Order Merchants.  
TORONTO, Dec. 5, 1900.

#### Editor of PRINTERS' INK:

I have experienced a great deal of annoyance and no small loss through having the cuts used in my advertisements reproduced by a late partner, now a rival in business. Can you suggest any plan that would provide against this kind of theft? There must be some amongst your readers who have experienced this difficulty. I would like to know what, if anything, can be done.

Yours truly, JOHNSTON & Co.

The cuts referred to are probably pictures of ordinary garments, etc. For the protection of these there is no government law, copyrights being limited to works of art. It is impossible to copyright an advertisement, although the picture in it may be thus protected, should it happen to be more than a mere photographic picture of an article for sale. If, however, the cuts referred to are trade-marks with which the firm has been connected in the public mind for some time, the courts will interfere in favor of the original user, even if the mark or picture was not registered.—[ED. PRINTERS' INK.]

AN interesting new publication is called the *American Cat News*, published monthly at 604 Cable Building, Chicago, Ill., at ten cents a copy, or one dollar a year. It is full of cat pictures and cat stories, and appears to make a skillful presentation of the "cult of the cat." That little beast has at last found a literary defender!

UNDER the title "Best Tools Made," the Si mons Hardware Company, of St. Louis, issues a bound catalogue giving half-tone illustrations of part of its wares. On the leather cover the name of the recipient is printed in gold; inside exceptionally fine half-tone work on excellent paper is utilized. The brochure makes an impression of a large concern behind it.

### AT THE BEGINNING OF THE CENTURY.

BUTLER, Mo., Dec. 15, 1900.

#### Editor of PRINTERS' INK:

Will you kindly furnish me with the following information, if not inconsistent with your rules and not taking too much of your time: The number of papers and periodicals published in the United States at the beginning of the nineteenth century; secular and religious separate; the total number published in the world at that time; the total number of each published at this time. If you have at your disposal any circulars, speeches, etc., that would assist me in preparing an article on the "progress of journalism for the century." I would appreciate them very much and return them if desired, or if you can inform me where I can obtain such information it would assist me. The time for which this work is required is limited and I would appreciate a prompt response. Thanking you in advance for your courtesies, I am,

Very truly, J. D. ALLEN.

We have not at our disposal a list of the newspapers in the world at the beginning of the century to which we shall bid farewell within a week. The present list of newspapers issued in the United States in 1776 is taken from a tiny booklet issued by Geo. P. Rowell & Co. in 1876, and called "American Newspaper Directory, 1776":

#### NEW HAMPSHIRE.

Portsmouth, *Gazette*; four pages; Thursdays; size 16x20; subscription 8s. lawful money, one-half at entrance; established September, 1756; Daniel Fowle, printer; office near the Parade.

#### MASSACHUSETTS.

Boston, the *Massachusetts Gazette and Boston Weekly News Letter*; four pages; size of page 10x16; Thursdays; established 1763; printer, Margaret Draper.

Boston, *Evening Post*; Mondays; four pages; size of page 9x14; established 1735; printer, T. Fleet; office at the Heart & Crown in Cornhill.

Boston, *Gazette*; two pages; size of page 8x12; Mondays; established 1749; printers, Edes & Gill.

Boston, *Massachusetts Gazette and the Boston Post-Boy and Advertiser*; four pages; size of page 10x16; Mondays; established in 1760; printers, Miles & Hicks; office next door to the Cromwell's Head Tavern in School street.

Boston, *The Massachusetts Spy*; four pages; size of page 8x10; Thursdays; subscription 6s. 6d.; established 1770; editor, Isaiah Thomas; publishers, Fowle & Thomas; office Union street, near the Market.

Salem, *Essex Gazette*; four pages; size of page 10x16; Tuesdays; subscription 6s. 8d.; established 1768; editor and printer, Samuel Hall; office above the Town-house.

Newburyport, *The Essex Journal and Merrimack Packet*, or *The Massachu-*

*setts and New Hampshire General Advertiser*; four pages; size of page 10x10; Wednesdays and Fridays; subscription 6s. 8d.; printers, Thomas & Finges; office opposite Rev. Mr. Porson's Meeting House.

## RHODE ISLAND.

Newport, *Mercury*; four pages; size of page 10x14; Wednesday; established 1758; printer, James Franklin; office under the Town School.

Providence, *Gazette and Country Journal*; four pages; size of page 10x16; Saturdays; established 1762; printer, John Carter; office near Court-house.

## CONNECTICUT.

New Haven, *Connecticut Journal and New Haven Post-Boy*; four pages; size of page 8x13; Fridays; established 1767; printers, F. & S. Green.

New London, *Connecticut Gazette*; four pages; size of page 8x10; Saturdays; established 1755; printer, James Parke; office at the P. O., near the sign of the White Horse.

Hartford, *Connecticut Courant*; four pages; size of page 9x17; Mondays; established 1764; printer, Ezra Watson; office at the Heart & Crown, near North Meeting-house.

Norwich *Packet*.

## NEW YORK.

New York, *Kivington's Gazetteer, or The Connecticut, Hudson's River, New Jersey and Quebec Advertiser*; four pages; size 18x24; weekly; subscription 10s.; established 1773; printer, James Rivington; office facing Hanover square.

New York, *Gazette and Weekly Mercury*; four pages; size 12x18; weekly; subscription 10s.; established Sept., 1751; printer, Hugh Gaine; office at Bible and Crown, Hanover Square.

New York, *New York Weekly Journal*; four pages; size of page 8x12; Mondays; subscription 12s.; established 1733; editor and printer, John Peter Zenger.

New York, *The New York Packet and American Advertiser*; four pages; size of page 10½x17; Thursdays; politics Federal; established 1776; printer, Samuel London.

## PENNSYLVANIA.

Germantown, *C. Sower's German Paper*.

Lancaster, *English and German Paper*. Philadelphia, *Pennsylvania Journal, or Weekly Advertiser*; four pages; size of page 9x14; weekly subscription 10s.; established 1742; publisher, William Bradford; office Black House alley, in Second street.

Philadelphia, *American Weekly Mercury*; weekly; two pages; size of page 9x13 inches; subscription 10s.; established 1719; printer, Andrew Bradford; offices at The Bible, in Second street, and John Capson's, Market street.

Philadelphia, *Packet and General Advertiser*; Mondays; four pages; size of page 11x18; subscription 10s.; established 1756; printer, J. Dunlap; office Market street.

Philadelphia, *Universal Instructor in All Arts and Sciences, and Pennsylvania Packet*; weekly; four pages; size of page 8x13; subscription 10s.; established 1728; editor, Samuel Keimer; printers, Benjamin Franklin and H. Meredith; office at the Market.

Philadelphia, *Pennsylvania Evening Post*; Tuesday, Thursday and Saturday evenings; four pages; size of page 8x10; subscription 10s.; established January, 1775; printer, Benjamin Towne; office in Front street, near London Coffee House.

Philadelphia, *Pennsylvania Ledger or Weekly Advertiser*; weekly; two pages; size of page 10x14; established 177—; printer, Jas. Humphreys, Jr.; office in Front street.

Philadelphia, *The Weekly Philadelphia Staatsbote*; Mondays; four pages; size of page 10x16; subscription 6s. English sterling; established 1763; printer, Henry Miller; office, Vine and E. streets.

## MARYLAND.

Annapolis, *The Maryland Gazette*; Thursdays; four pages; size of page 10x15; subscription 12s. 6d.; established 1727; printers, Fred. and Samuel Green; office in Charles street.

Baltimore, *The Maryland Journal and Baltimore Advertiser*; Fridays; four pages; size of page 10x17; subscription 10s.; established 1773; editor and publisher, William Goddard; office in Market street, opposite Coffee House.

## VIRGINIA.

Williamsburg, *The Virginia Gazette*; Fridays; politics Federal; four pages; size of page 9x15½; subscription 12s. 6d.; established 1775; printer, Alexander Purdie.

Williamsburg, *The Virginia Gazette*; Saturdays; politics Federal; four pages; size of page 9¼x15½; subscription 12s. 6d.; established 1751; printers, John Dixon and Wm. Hunter.

## GEORGIA.

Savannah, *The Georgia Gazette*; Wednesdays; politics Federal; four pages; size of page 8x14; established 1762; printer, Jas. Johnston.

## NORTH CAROLINA.

New-Berne, *North Carolina Gazette*. Wilmington, *Cape Fear Mercury*.

## SOUTH CAROLINA.

Charleston, *South Carolina Gazette and Country Journal*; Tuesdays; four pages; size of page 10x16½; publisher, Chas. Crouch; office at East Bay.

Charleston, *South Carolina Gazette*; Mondays; politics Federal; four pages; size of page 10x16½; established 1731; printer, Peter Timothy.

Charleston, *South Carolina and American General Gazette*; Fridays; politics Tory; four pages; size of page 10x16½; publishers, R. Wells & Son.

The latest issue of the American Newspaper Directory credits the United States with 21,739 publications. Perhaps the librarian of Congress or the Smithsonian Institute may be able to give accurate figures as to publications in existence in 1801.—[ED. PRINTERS' INK.]

AN advertisement that makes the reader feel like saying, "That's a fact; I never thought of that before," is a distinct winner for the advertiser.

# The Girl with the Frying Pan



IS THE ENGINEER OF OUR FATE. If she uses lard we are liable to be affected by the ailments to which the animals whose fat is taken are subject. If she uses

## Wesson's Odorless Cooking Oil

we are "stomach happy." This purely vegetable product is cleanly. It is digestible, which lard is not. Dyspeptics can with impunity enjoy food cooked in it without suffering afterwards. It is odorless, does not taint the atmosphere of rooms adjoining the kitchen. It never becomes rancid as does lard and other fats, but remains sweet and clean until the last drop does its appetizing work. Pound for pound it goes twice as far and does twice the work of lard or butter.

EYE-ATTRACTING.

### THE SPICE OF WINDOW DISPLAYS.

Storekeepers who would not think of repeating an advertisement in the newspapers allow window displays to remain unchanged a whole week, and even longer. Passers-by readily form the habit of glancing in shop windows, and if something different greets the eye each day the merchant has a new advertisement continually at slight cost of time and trouble. If, on the other hand, displays are permitted to linger until they have lost interest, it may be difficult to win notice even by a change. Fresh window displays as often as pos-

sible are essential to progressive retailing, and the intelligent storekeeper will not begrudge the extra work. Mechanical devices to help him are so numerous and practical, and withal so inexpensive, that there is no excuse for disregarding the material benefits that will accrue from pleasing window exhibits.—*Clothiers' and Haberdashers' Weekly.*

### TRUE ENOUGH.

Styles of writing ads change, but every advertiser ought to keep his common sense on tap. No man ought to allow a fad to quite cloud over his business judgment.—*New England Grocer.*

## AN ENTERPRISING UNDERTAKER.

PHILADELPHIA, Dec. 12, 1900.

Editor of PRINTERS' INK:

Oliver H. Bair, the funeral director, is setting a lively pace to the undertakers and has them all guessing as to what will be his next unique business move. About December 4, every newspaper man in town received a personal invitation, sealed and stamped, and engraved on regulation society stationery, which read: "Mr. Oliver H. Bair requests the honor of your company at a reception tendered the members of the press of Philadelphia, Monday evening, December tenth, nineteen hundred. Fifteen hundred seventeen Chestnut street, Philadelphia." Together with this invitation there was also inclosed a card, announcing "Music and entertainment." In the afternoon of the date mentioned a musicale was given for the entertainment of three hundred Philadelphia ministers, who also partook of a luncheon. In the evening a dinner was given to the members of the press. Hundreds of newspaper men were present. Visitors' eyes opened in wonder at the sights. The ground floor, where business is attended to, is arranged like a bank, with richly furnished reception rooms. Upon entering the expensively fitted reception hall, with handsome stairway, nothing that suggests the dead is in view. The business parlors are arranged with a view to the retirement and privacy of patrons. The second floor is taken up by parlors especially designed for the holding of funeral services over the remains of people whose homes may have been in hotels, etc. The "red" parlor is adapted for the holding of a family service, while the large saloon parlor is arranged for services where the funeral party may be large, such as lodges or other organizations. The fourth floor contains a stock of caskets that embrace the latest ideas. These range from the lowest-priced to caskets of bronze, aluminum and mahogany. A suite of rooms, fitted in hotel style, located on the fourth floor, has been designed for the use of out-of-town mourners who may come to bury some one. This floor also contains a number of rooms fitted up like parlors, in which dressed wax figures are laid out, to display the different styles of caskets. This museum includes a pretty representation of the "Romeo and Juliet" mausoleum scene. The balance of the building is given up to the working departments of the establishment. For seventeen years Mr. Bair has had in mind the plan, which in its entirety has just been realized. On the day after the reception all the Philadelphia newspapers devoted liberal space to the account of same, ranging in length from a column and a half in the *North American*, which also published an eighty-line single column cut of Mr. Bair, to an article measuring a little more than one stick in the *Public Ledger*. All the papers treated this as a legitimate piece of news, the *North American* giving it a double column head, entitled, "New Social Function Has Come to Town." Mr. Bair is the originator of a "Bury You on the Instalment Plan" scheme which caused a

good deal of comment. He is also the first and only undertaker to have an automobile hearse. JOHN H. SINBERG.

## WHAT BECOMES OF THEM?

NEW YORK, Dec. 3, 1900.

Editor of PRINTERS' INK:

Of what were known as "money makers" among the proprietary articles advertised extensively twenty-five years ago comparatively few have kept pace with more modern times, and many have actually disappeared from view. It would be invidious to name those of the latter class, but every reader of *PRINTERS' INK* whose hair is now even the least shade gray, can recall numerous instances of the fact cited, and hence a more personal demonstration is unnecessary.

It was a dictum with one very successful advertiser that "you ought to know when you have reached the top in advertising, and then, when you got there, you should know enough to go no further!" But this does not prevent one from keeping on in the path hitherto followed.

There must be a practical reason for a decline in the output of a once successful preparation. Apparently it may be due to a depreciation in merit of the goods advertised, to a lack of merit at the outset, which was for a time overcome by vigorous advertising, to a hasty withdrawal upon the approach of some new competitor, or, rarely, to having accomplished all that was desired and hence the wish to relinquish the care and anxiety which continued advertising necessitates, and enjoy in a quiet way the fruits of success.

But even these apparent reasons do not solve the problem, although they open the way for further thought and discussion.

The most important point, however, seems to have become fully established, namely: that a good article, one which the people really want, advertised upon its merits, judiciously and consistently without interruption year after year, will continue to sell so long as the advertising is kept up and other accessories are carefully looked to.

The advertiser of to-day can, if he wishes, be relieved from many of the details which twenty years ago were of necessity incumbent upon him. He can, for example, select from a multitude of advertisement writers one or more to prepare his copy for a whole year's campaign. And yet it is certainly an open question whether this expert assistance, in all cases—valuable as it undoubtedly is in some—could not better be dispensed with. As an illustration the writer has in mind the case of a very large and successful proprietor in Buffalo whose present advertisements are by no means unfavorably criticised here; but whose similar announcements in years gone by when prepared at first hand evinced a much greater care in compilation and enunciated facts, in a stronger and more taking form.

THE value of a golden opportunity depends upon the amount of gold there is in it.



## BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

TOP to Toe Outfitters.

WE double your dollars.

IMITATIONS advertise us.

ECONOMIES for everybody.

WE have more than is seen.

LOW prices and lofty values.

FAST colors and fast friends.

ONE visit promotes repetition.

WE print everything printable.

HERE we help you to be happy.

OUR shelves speak all languages.

OUR bountiful buying booms us.

You get here what you bargain for.

THIS is an out-of-the-rut offering.

To investigate us is to invest with us.

THOSE who come to look remain to buy.

WE supply the whole family from head to foot.

THEY fit like an old shoe, but they're a heap more stylish.

WE help you to economize by offering values that are worth having.

HEADQUARTERS for economy—we have succeeded in locating it here.

200,000 of these novels sold because of 199,999 pleased purchasers.

OUR kind of garments will bear close inspection: as to linings and trimmings.

To find out what the people really want, and to supply that want is success.

ALL the goodness that can be crowded into overcoats has been put into those we sell.

THE only really independent people in the world are the ones with money in the bank.

You never look cheap in Wolf's clothing, although Wolf's clothing is sold remarkably cheap.

No account can be so small that it is not welcome; no account so large it cannot be savingly handled.

REMEMBER, it costs only twenty-five cents and if it fails, bring back the empty bottle and get your money.

WE see the same faces here year in, year out, and the story they tell is one of confidence in quality and prices.

To get clothes that have the utmost style and quality, yet pay the price that best clothes should cost, is the problem.

WE sympathize with people who come to buy. How difficult it must be to choose from such an array of style, beauty and price attractiveness.

WE charge a reasonable price for our work; we cannot compete in price with many printers; don't care to. But we can compete in goodness with any.

THE less a man has to spend on his clothes, the more careful he should be to buy right. Buying right is getting

your money's worth of clothes and satisfaction to boot.

LIKE a well-known old-time English hat manufacturer, we call ourselves "universal sympathizers," because we have "felt" for every one. Our new derbies are ready.

WE want you to examine critically every garment that we make for you. We want you to look at the seams and at the button holes, and at every part where it could possibly be slighted.

IT looks as if we had experienced a landslide of gloves—such a variety. We'd much prefer they'd be on "your hands." We're going to "palm" them off this week. Better have a "hand" in the deal. Costs nothing to "see."

THE Lyon Umbrella stands for all that is best in quality and style—for artistic finish and construction throughout. Without these qualities in an umbrella, as in a hat or coat, no person is well dressed.

FOR every dollar you pay additional you get its full value in return, either in exclusiveness of style, in exclusiveness of fabric, or in the amount of work or tailoring, or some added beauty—often intangible, but there.

WHEN you come here for printing you get something that is out of the ordinary rut—something that nobody else has—something that combines the very newest ideas in art printing with the highest grade workmanship and best materials.

IT is an illusion to imagine that fortunes come by chance; they are built up by industry and prudence. Like the builders of the pyramids of Egypt, who wrought with untiring perseverance until at last the topmost stone was placed in position, so is the average fortune made. Here and there, by some lucky venture, a man may wake up and find himself rich, but in the great majority of instances this end is reached by aiming at a definite object, and adopting means with that end in view. The whole architecture of a fortune must be as scientifically worked out as the details of some fine structure. It is well to remember that the signs of the times indicate that wealth will be of much slower growth in the future than in the past, and that speculation has proved to many in the past, and it will be the same in the future, as illusive as the mirage of the desert. It comes, therefore, to this, that dollars will have to be earned either by the sweat of the brow or by the brain, and when thus obtained must be diligently cared for. Saving money implies proper investment. The opportunities to invest money badly are legion. Many a man has risen up early and laid down late, and eaten the bread of carefulness with tears, only to discover that some bad investment has absorbed, in a single hour, the savings of a lifetime. The true method of acquiring a fortune is to ally your accumulations with some greater aggregation of wealth, as in such unity there is preeminently strength. Nothing so encourages the heart of a prudent man as to see his savings growing like wheat in springtime, giving promise of a golden harvest.

## LAPSUS MEMORIALIS.

That form! That face!  
Those eyes of jet!  
That thundercloud of raven hair!  
Embodied grace—  
Where have I met  
That maiden in the parquet chair?

What hands! What lips!  
What seas of ink  
Her eyes! 'Tis queer—most queer,  
My memory slips—  
Come, let me think—  
Good Lord, so far and yet so near!

Where have I seen  
That girl before?  
Was she at some one's tea or ball?  
Some gipsy queen  
I knew of yore?  
Some empress of—confound it all!

Zounds! Now I know—  
I saw her in  
A druggist's window! To be sure!  
She was on show—  
Poor maidikin—  
To advertise a dandruff cure.

JAS. H. COLLINS.

## NO CHANGES ALONG THE MISSOURI.

"The newspapers published in the towns along the Missouri River jog along in the old ruts," writes a correspondent who has recently visited the West. "Some of them haven't changed their ads since I traveled up and down the river forty years ago. At one stop a boy sold me a paper of the day before. When the steamer was under headway I looked over the publication and here and there I saw a name that looked familiar. A majority of the names, however, I did not recognize, but I did recognize the old style. The men now in business along the Missouri have adopted the old advertising language of their predecessors. For instance: 'John Smith, General Dealer in Merchandise, Has on Hand and Will Keep Constantly in the Store the Following and Staple Articles.' These are enumerated with the display line 'Cheap for Cash.' This line was never seen before the war, at least in the South. The merchant did not expect cash for anything he sold. The customer paid when he sold his hemp, or corn, or a 'nigger.'

"In the river news I read an ad. word for word, as it appeared forty years ago, with the exception of the name of the boat, captain, clerk and agent. The ad was indented with a cut of a steamboat—all steamboat cuts were alike forty years ago. They have not changed along the Missouri. Listen to the reading of the ad: 'The new, elegant, swift passenger steamer, Belle of the River, Sanford Moore, commander, will leave this port every Friday for Kansas City, Leavenworth, Weston, St. Joseph and all way landings. For freight or passage and on board or to Rothwell & Pumphrey.'

"Forty years ago the tavern signs and hotel ads announced 'Entertainment for Man and Beast.' They are the same now. The hotel runners look the same now as then, except that many of them wear an army hat and a rough rider coat. The old names of the hotels are still retained."

FRANK A. HEYWOOD.

## PERMANENT INSTITUTIONS.

No one who looks the situation in the face can doubt that the mail-order houses are permanent institutions. They exist solely because they meet a demand of the people; they really do "fill a long felt want." Whining will not drive them from existence; a boycott is powerless to hurt them; resolutions simply advertise them.—*Agricultural Advertising.*

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

## GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

## ILLINOIS.

CONKEY'S HOME JOURNAL, excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers. 150,000 at 60 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

## CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

## CLASS PAPERS.

## ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

## RELIGIOUS.

## BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

BRITISH ADVERTISERS' AGENTS

**CORDON & GOTCH . . .** ESTD. 1853.

Correspondence invited.

15 St. Bride St.,

LONDON, ENG.

## THE CLEVELAND TARGET COMPANY, Cleveland, Ohio.

SPORTING LIFE Publishing Co., Philadelphia, Pa.

GENTLEMEN: We have now had our advertisement in your paper for over a year, and the results have been so very satisfactory that we shall continue same indefinitely.

While we recognize the fact that your paper is first of all a baseball paper, still we must congratulate you on your trap department as being progressive and up to date in every particular.

We find it gives us a fighting chance of converting some of your baseball cranks into shotgun cranks, and if we can only get them to come our way our fortune is made. Yours truly,

(Signed) THE CLEVELAND TARGET CO.

## About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date appeared December 1st. This is the fourth quarterly issue for the thirty-second year of the publication.

**PRICE FIVE DOLLARS.**

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

## It Stands The Test

Many papers like many other things will not stand the proper test and produce adequate results, but

**FARM NEWS** **Springfield, O.**

Proven minimum  
circulation **100,000**

is doing more for advertisers this season than ever before. This is the reason why so many unsolicited testimonials are reaching the publishers. **Test FARM NEWS in any fair way and you will not be disappointed.**

Rates have not been advanced and are considerably less than ½ cent per line per thousand on time contracts.

**THE AMERICAN FARMER CO., Publishers.**

1113-1114 Manhattan Bldg., Chicago, Ill.

32-37 Kelly Bldg., Springfield, Ohio.

# Come to me

**If you want your Printing done "Just Right."**

I only do one kind of work, the best I know how and that is why my work always proves so very satisfactory. I write, design and print advertising literature of every description and it never fails both to please and benefit. Send me your next job of printing and make me prove everything I claim. I want everybody to send for my new booklet, "Have You Got Hold of the Right Printer?" absolutely free, along with a handsomely printed blotter. Address, **WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y.**

# The Wichita Eagle

is one of two morning papers in Kansas that prints the *full* Morning Associated Press News. THE EAGLE has the largest circulation of any daily paper published in Kansas.

## AVERAGE 14,147 DAILY

And prints 30 per cent more foreign advertisements and fifty per cent more local advertisements than any daily paper published in the State.

R. P. MURDOCK, Bus. Mgr. Wichita Eagle.

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THE S. C. BECKWITH SPECIAL AGENCY,  
SOLE AGENTS FOREIGN ADVERTISING,

47, 48, 49 & 59 TRIBUNE BLDG.,  
NEW YORK CITY.

469 THE ROOKERY,  
CHICAGO.

## The goods and the medium

**meet:**—you've heard folks say "*all will be well when they meet their affinity.*" There's an affinity between good goods and good mediums of advertising.

Featherbone is the best substitute for whalebone ever invented. TOILETTES is the best fashion journal in America, absolutely practical. The best designs illustrating the use of Featherbone are appearing in TOILETTES : what we do for one advertiser we can do for another.

(Sample copy of TOILETTES free.)

THE TOILETTES CO.

170 Fifth Avenue,  
26 East 22d Street,

NEW YORK.

The newspaper man who would like to obtain a specified number of coupons conveying rights and privileges as set forth in the accompanying fac-simile, and to pay for the coupons by inserting an unobjectionable advertisement in his own paper that he would not otherwise receive, may address PETER DOUGAN, Manager of Printers' Ink Advertising Bureau, 10 Spruce St., N. Y.

No. SAMPLE.

# GOOD FOR FIVE DOLLARS

AS STATED BELOW

IF USED WITHIN TWO YEARS OF DATE OF ISSUE, OTHERWISE VOID.

\$5

GOOD FOR A YEAR'S SUBSCRIPTION FOR PRINTERS' INK, PRICE FIVE DOLLARS.  
 GOOD FOR 50 COPIES OF PRINTERS' INK (ANY ISSUE), PRICE FIVE DOLLARS.  
 GOOD FOR A COPY OF THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.  
 GOOD FOR 20 LINES OF CLASSIFIED ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.  
 GOOD FOR 10 LINES OF DISPLAY ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.  
 GOOD FOR A 10 LINE ADVERTISEMENT OR PUBLISHER'S ANNOUNCEMENT IN THE  
 AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

Good to apply as a credit in settlement of any order or bill for advertising in or subscriptions for Printers' Ink or American Newspaper Directory, or for extra copies of Printers' Ink of any issue available, or for subscriptions to the American Newspaper Directory Confidential Information Bureau.

FOR THE PURPOSES SPECIFIED ABOVE: A HUNDRED OF THESE COUPONS ARE AS GOOD AS \$500 CASH, AND A THOUSAND ARE AS GOOD AS \$5,000 CASH. ONE IS AS GOOD AS \$5 CASH. BEING PAYABLE TO BEARER, NO DUPLICATE CAN BE MADE IN CASE OF LOSS.

*L. S. Dougan*  
 10 SPRUCE ST.,  
 NEW YORK.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

If you need advertising at all you need it during the dull spell that always follows the holiday season. That is the time when you must get business by the proper advertising of good values. If you do not happen to have any particularly good values you can well afford to make some by choosing a few well known articles, and putting a price upon them that will be recognized by every reader as a very low price.

This is the accepted time for inventory sales and for sales of white goods, such as are held in all the larger cities, and which can be duplicated on a somewhat smaller scale in any town that is large enough to support a dry goods store.

Don't think that there is no use in pushing for business. Don't get an idea that people stop buying goods with the passing of Christmas. There are many wants that must be supplied, and the merchant who uses his advertising space to tell how well and how cheaply he can supply these wants is the one who will earn worth-while business.

The beginning of the new year is a very good time to get new customers started with you. The new customer who begins the new year with you is likely to be your customer throughout the year, if your goods and prices compare favorably with those of your competitors. The fact that your competitor discontinues his advertising, or very greatly decreases it, immediately after the holidays is the very best reason in the world why you should not do so.

A bright, aggressive advertisement, bristling with prices and full of good, sensible talk, will get more attention at this season than at almost any other, simply because there are so few other good advertisements to contrast with it.

Don't sit down and wait for the coming of a busier season, but hunt around the store for good things that you can offer at bargain prices, and tell about it in your newspaper. You may not have to have extra clerks to take care of the increased business,

but it will help you to keep your present force busy, and may give you a profit at a time when you are ordinarily obliged to stand a loss.

Here are some ads which are particularly suited to the needs of the average store at this time of the year, and which, with some slight alterations to make them fit your particular business, ought to prove quite profitable.

### *A Newsdealer's Scheme.*

#### Your Favorite Magazine Free.

For each 5c purchase at our book and periodical counter we will give a stamp; when you have \$1.50 in these stamps we will redeem them with any 10c magazine we have—free.

Splendid books at 5c; 6 for 25c. Large, popular books 10c; 3 for 25c.

*Another Good One for a Special Sale.*

#### A Pin Hole Makes an "Imperfect" Handkerchief

in the eye of the expert handkerchief buyer. He classes them as "seconds," and buys them anywhere from 50 to 75 per cent under the regular price. That's what this lot of Handkerchiefs, just arrived, means to us. To you it means that you may buy first quality Handkerchiefs, with imperfections so slight as to elude even minute search (but, perhaps, slightly mused or a tiny soil spot visible), at less than one-half their real value.

Here is an index to the splendid values:

Ladies' fine cambric hemstitched Handkerchiefs, hand embroidered initial, 10c value, Magnet Sale price 5c.

Ladies' hemstitched and embroidered Handkerchiefs, 20c value, Magnet Sale price 10c.

Ladies' scalloped edge Handkerchiefs, two-inch wide embroidered, value 29c, Magnet Sale price 15c.

*Sensible Stove Talk.***Good Stove Weather.**

This is just the kind of weather that makes one realize the needs of a good heating stove.

In spite of the fact that we've had a warm fall and winter, heating stoves have gone out here at a cold weather pace.

Our stove selling has been the largest for many years; due to the fact that we've had just the right kinds of stoves, of the right quantity, and at right prices.

There's still a good assortment left for you—the same good kinds at the same low prices.

We're sole agents for "Garland Heating Stoves," and you'll find no better stove at any price, and none so good at the same price, \$9 to \$20.

A few odd stoves at prices that will make you buy, if you want a stove, \$8 to \$37.

Some real good second-hand stoves from \$4 to \$15.

*Another Timely One.***With Lubin's Balsam**

you are well prepared. Don't waste time and money in trying a whole string of cough-cures. 'Twill be an unsatisfactory experiment. At the first sign of a cough, purchase a bottle of Lubin's Balsam, which is delightfully pleasant to the taste and proves its superiority at once.

Your medicine-chest isn't the place for a haphazard cough-cure. It needs an article tried and true—Lubin's. Lubin's Balsam is Essex County's old standby. Some families wouldn't be without it any more than they would be without Wenhams Lake Water.

Price 25c-50c.

*Seasonable.***Comfortable Wanters.**

Twenty of these desirable pieces of bedding—both sides covered with satine—have since the holidays failed to attract buyers at \$5 apiece. But they must be sold in their proper season, even if at a loss. To-day we will say good-by to them at \$3 apiece.

*Timely and Telling.***A New Year's Gift**

might pleasantly adjudge just some uncomfortable contingency growing out of your receipt of an unexpected Xmas gift, or your forgetting an intended gift.

If there are any reasons why you would like to make a gift-giving celebration of New Year's, then you're likely to find it worth while to again read over our list of usefulness.

*A Short Description Goes a Long Way.***Special Sale of Nightgowns at 50c**

Four different styles of Muslin Night Gowns will find quick acceptance at four shillings apiece. Ample sizes.

Empire Gowns—of excellent material—trimmed with three-inch embroidery around collar and sleeves and three-inch insertion and beading across front.

Bolero Jacket Gowns—14 tucks in yoke—collar and sleeves trimmed with three-inch embroidery and beading.

Mother Hubbard Gowns—24 tucks and four rows of insertion on front—neck and sleeves trimmed with embroidery.

*Quite Convincing.***Concerning Muslin Underwear A Shrewd Woman Said Yesterday:**

"I don't care for poorly made or skimpy garments at any price."

She had been "looking around."

She bought close on to eleven dollars' worth before she left our department!

And that speaks volumes of commendation for this Manufacturers' Sale of Muslin Underwear.

It helps you to the best-made and fullest-size garments that ever left a factory.

And, too, they're not a straggling few, but thousands!

In making comparisons compare quality first; then the prices.

Take any of the following and match them elsewhere—if you can!



A great many business houses will open new books early in the coming year, and the wide-awake stationer will take advantage of this fact to push blank books and other office supplies right after Christmas.

## A Business Dispute

is easily settled when the accounts are properly kept. Don't practice false economy by trying to save on blank books. We will sell you a set of high-grade, well-made blank books, from ledger to journal, cash books, order books, memorandum books and day books at such a small cost that you can buy the best. Our stock of office supplies is always complete.

## Blank Books,

ledgers, daybooks, cashbooks—any sort and size and shape of book you may need—and the best book that your money can buy—trial balance sheets, legal blanks and stationery of all sorts.

Excelsior diaries—contain a fund of interesting information before you've written a word in them—all sizes.

Art calendars—a few very fine ones left—one-third original prices.

*Good Case for a Special Sale.*

## The Last Time We had a Shirt Sale

we made the offer to sell for one day 75c shirts for 42c, and any one who returned a shirt would get 10c more than he paid. The result was over 500 shirts sold, of which one was returned for a joke. We offer for 3 hours next Saturday and Monday, 11 to 12 a. m., 3 to 4 p. m. and 8 to 9 p. m., 50 doz. Men's Negligee Percale Shirts, which were especially made for us and bear our names. The material is first-class and the patterns the latest. The shirts are cut 36 inches long, have gathered back, felled seams and are trimmed with large pearl buttons. They will be sold on hours mentioned at 42c.

We warrant them to be worth no less than 75c. See display in window. We will have a clock in window when sale opens.

*A Little Too Long, Perhaps, but It Tells the Story and Carries Conviction.*

## Annual Inventory Sale!

Inventory is over. We have uncovered and appraised every article of merchandise in the store, and now we are ready to swing into the new year with a sale of carpets, rugs, furniture and draperies that will rouse the city in every direction. It will be a sale that very few will stay away from. It will be a sale that no one can misunderstand. It will be a sale that competition cannot cry down. It will gather strength from day to day. Before we go into direct details, let us say a word or two about trade conditions: For several months carpets, furniture and draperies have been subjected to heavy advances in cost of production. Rise has followed rise, and when we say that our goods are actually worth from 20 to 35 per cent more than they cost us we are making a statement that no merchant can deny.

Now we propose to throw open our doors and surrender every advantage we hold. We will sell carpets, furniture and draperies at prices far under the cost of production.

We will not be able to replace one article for what we receive for it. This may not sound reasonable or logical, but, nevertheless, it's the plain truth. It will not be a money-making sale for us, but it will be a healthy movement just the same. It will turn over our stocks; it will widen our acquaintance, and it will distribute thousands of dollars' worth of the merchandise we proudly hold up as the best. The sale begins Tuesday, January 2, and ends on Tuesday, January 16. In many cases we have cut prices squarely in half. The items that follow will give you a clear idea of the situation, but after all the only way to appreciate things as they are is to come in person. The real greatness of this inventory sale will grow upon you.

*For a Dyer.*

## A Good Way

to save the cost of a new suit or overcoat is—let us have the old one to be cleaned. We will return it looking like new. Shall we call?

A bright, attractive headline is often half the battle in getting attention to what you have to say, and you can well afford to give careful attention to this part of your ad. Here are a few suggestions along this line that may be found useful:

### What's Going on Here?

Annual muslin underwear sale.

Annual muslins, sheet and pillow case sale.

Annual embroidery and linen sale.

Annual silk remnant sale.

Ten tempting things for Saturday buyers.

Here's but ten of the many times ten big offerings for Saturday at this store.

Concerning the best carpet stock in town.

All aisles lead to dress goods.

*Goes Into Details.*

### Card Cases.

Think of 100 handsomely printed personal or business cards.

Think of an elegant card case, either plain leather, in black, buff, brown, red or blue colors, or seal grain alligator with name printed thereon in gold.

Then think of \$1, the little cost of this combination and decide whether you can afford not to own one.

Drop in when you are down this way—we are on the first floor—we want you to see these cards and cases.

*For a Druggist.*

### It Shows Wisdom.

when a family has on hand one or more boxes of Diphtheritic troches. Only twenty-five cents per box, but this little package will protect a household against the germs of scarlet fever and diphtheria. These troches are peerless. A judicious use of them prevents contagion, by destroying the deadly germs of disease before they silently steal their way into the system.

They are faithful sentinels.

If any contagious disease prevails in your vicinity, take the troches as per directions. 25c per box.

*Very Good.*

### Proper Picture Frames.

If all frames were alike it would not matter where you had them made. But they are not all alike. There is as much difference as there is in the people that order them.

Our frames are not only low in price but they are artistic in make-up and give proper effect to the picture.

It wouldn't be a bad idea to give us a chance to show you how "different" ours are from the other fellows'.

*Business All Through.*

### What About Your Overalls?

Are you perfectly satisfied with the overalls you are buying? And are they as good as you think they ought to be? We want every workman in this city to get acquainted with our overalls. They're the greatest fifty-cent overalls ever sold by any one in town, and the business we do in this department attests the popularity of these Overalls with the workman. A complete stock of them always on hand—not a few dozen tucked away under the counter—but hundreds of dozens in all sizes from the smallest to the largest size made.

Our overalls are shaped like pants—not pillow cases—and have strong pockets, hold-fast buttons and every good point known for convenience and durability. Coats to match at the same price. We sell the Sweet, Orr & Co. and Dutchess overalls, too, in all sizes. Price 75c.

Try our overalls—we know they'll please you.

*For a Savings Bank.*

### Never Idle.

Money deposited in this bank is never idle. Let us put your weekly savings at work earning more money for you. Time passes quickly, interest accumulates rapidly. To carry money in the pocket is creating extravagance. Become one of our depositors. Use this bank to help you increase wealth. Start a bank account this week if it is but a dollar. Come in and let us show you the advantages for mutual profits.

*For a Business College.***Wanted: Young Men for Business.**

Bright young men may readily secure very desirable business positions after learning shorthand, typewriting, bookkeeping and office work at our school.

We are constantly receiving more calls for help of this kind than we can fill.

Good positions assured to the right kind of young men. Such places pay good salaries and offer the best chances for rapid promotion.

Day and night school or instructions by mail if desired.

Send for interesting booklet free.

*An Ax Ad.***Woodman,  
Spare Not**

that ax, for if it's a Bradley ax you can chop and chop and chop and be better satisfied each day. We'll guarantee the satisfaction, every time, or give you a new ax for a poor ax, or your money back.

Other kinds of axes at lower prices, but none so genuinely cheap as the "Bradley."

Everything for chopping, and sawing and splitting, cross-cut saws, buck saws, saw-bucks, beetles, wedges, powder and fuse, if you need it; and all at guaranteed prices.

*Piano Persuasion.***Play While  
You Pay.**

The idea is this: You select a piano from our warehouse and pay a small deposit down, and we will deliver the piano in your house with a beautiful stool and scarf. You then make a small payment each month until the piano is paid for. Understand, you have the piano while you are paying for it, and no home is complete without a piano. If you can't call, send us your name and address on a postal card, and we will send one of our illustrated catalogues, which gives a full description of the different styles we make, also the prices.

*Dinner Sets.***One Good Point**

in our "stock pattern" dinner ware is that you can buy just what pieces you want. Different families have different needs, and if you buy a set with fixed number of pieces you may buy some things you don't need and you may lack some you'd like to have.

In a "stock pattern" you buy what you want when you want it.

*All About It.***\$2.50 Corn  
Sheller.**

It's the "Champion," and it's rightly named.

We think it has no equal—certainly none unless you pay three or four times the "Champion's" price.

Its work is easy and rapid. It runs on ball-bearings, has an automatic adjustment so that all kinds and sizes of corn can be shelled without readjusting; and it can be fastened to any box or plank in half a minute without bolts or screws. You ought to see and try the "Champion." It is fully guaranteed.

*Attractive.***Clean Squares—  
The New Candy.**

These are generous blocks of savory sweetmeats, with a snap of newness that the candy eater will enjoy. The rich sugar cream is mixed with chopped pineapple, or chopped French fruit, which make a delicious composition. Ready to-day, at 20c a pound.

*Good Talk.***A Few Words  
About Wood.**

We make kindling from body wood, using no slabs. The advantage is you get all wood, not half bark. Price of kindling wood is twenty cents a box, or six boxes for one dollar, and the boxes are large, containing fully twice as much as barrels sold by peddlers. Hickory wood is scarce, but we have a quantity of excellent quality, second growth, sound, body wood. Can cut any length you wish and make prompt delivery.

# You Can't Help

but notice the advertising  
cards that are in the cars!

Whatever direction your eyes turn these cards are bound to come to your view. We arrange them so as to be easily read.

Wouldn't you like the car passengers to read your cards and buy your goods?

We would be only too glad to explain all to you. Don't wait--fall in with the good times.

**GEO. KISSAM & CO.**

253 BROADWAY, N. Y.

15 BRANCH OFFICES.

Written by Chas. F. Hildebrecht, Trenton, N. J.

# Persistence Won.

A man's success in life is usually in proportion to his confidence in himself and the energy and persistence with which he pursues his aim. In this competing age there is little hope for the man who does not thoroughly believe in himself. The man who can be easily discouraged or turned aside from his purpose, the man who has no iron in his blood will never win.—*Success.*

Seven years ago, imbued with lots of confidence in myself, but lacking experience in the ink line, I started in business in a room twenty feet square up four long flights of stairs at No. 10 Spruce Street.

I inserted a quarter page ad in this paper offering News Ink at four cents a pound in 500 pound barrels or six cents a pound in 25 pound kegs. For three successive weeks I advertised without receiving a single order, but having lots of energy and persistence, I pursued my aim and inserted a double page advertisement calling attention to my wares. I likened myself to the man on the London bridge who offered real sovereigns at a shilling apiece, with no buyers.

As if touched by a magic wand, the orders came pouring into me and I soon built up an enormous news ink trade. My customers were continually urging me to handle job inks and at last I consented. In January, 1895, I issued a price list which revolutionized the whole ink business. I used the finest of coated paper, and the cover was of tinted stock printed in four colors. I mailed twenty-five thousand of them and made the name of Jonson famous among the printers throughout the country. My competitors were up in arms against me and even went so far as to accuse me of taking the money and not shipping the goods. I turned a deaf ear to their tirade of abuse, and kept plugging away at high prices, until I forced them to come to my figures and give unlimited credit. I now occupy the ground floor and basement at No. 13 Spruce Street, and sometimes my city trade resembles a department store crowd on a small scale. I am willing to wager that I have a larger list of customers than any other house in my line, and not one of them ever received an ounce of my ink unless I had the cash in hand. It is not a question of credit or rating with me, only I will not vary from my rule. Orders reached me from publishers and printers that have dollars to my pennies, but when they did not send the money I politely returned them.

Start the new year right by buying from me, and when 1892 comes around you will be more than surprised at the amount of money you have saved. Send for my price list. Address

**PRINTERS INK JONSON,**

**13 Spruce St.,**

**New York.**

One hundred and thirty-three thousand is the daily average number of copies sold by the Cincinnati Post.

The daily average number of copies sold by the Cleveland Press is ninety-three thousand copies.

The St. Louis Chronicle's daily average exceeds fifty-four thousand copies sold.

The daily issue of the Covington (Ky.) Post averages twelve thousand sold copies.

These figures are sworn to and the advertiser misses a rare opportunity if he goes into the respective cities without using the above mediums. Nowhere can he obtain such clean, honest circulation as reasonable as offered by these newspapers.

The Only One and That's  
THE  
**Kansas City Times**

You cannot do without a good medium in the great Southwest.

When placing your advertising for the coming year consider this territory, then consider

**The Best Medium**

THE KANSAS CITY TIMES covers an exclusive field but not a limited one.

THE KANSAS CITY TIMES offers no inducement further than the best medium in a large and exclusive territory.

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Rates on Application.

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**THE KANSAS CITY TIMES**

A. A. LESUEUR, Editor.      RAYMOND P. MAY, Business Manager.

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**S. C. BECKWITH SPECIAL AGENCY,**

**Sole Agents Foreign Advertising,**

47, 48, 49 & 59 TRIBUNE BLDG., N. Y.      469 THE ROOKERY, CHICAGO.



# Kissam<sup>and his</sup> Kards

*Are a great pair o' Guards  
Against any dull business days;  
The people all join  
In lugging their coin  
To the man whose ad he displays.*

---

**GEORGE KISSAM & COMPANY,**  
**253 Broadway, New York.**

15 Branch Offices.

Written by Ed. M. Crane, Oshkosh, Wis.



